

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, FEBRUARY 20, 1931

HOLDING THE FAITH

A New Year enters. It is often the occasion for retrospect and prospect. The Northwestern, however, chooses at this time to introspect.

Several years ago, the Company issued a frank and open declaration of principles, and looking into its own mind today, it is proud to announce that it STILL BELIEVES

That the business of Life Insurance is one of trusteeship, and, therefore, should not be commercialized.

That exact equality of obligation, benefit and service to each policyholder is necessarily implied in the relationship between policyholder and Company.

That equal standards of selection ought to be applied to all applicants for Life Insurance, and that to require medical examinations of some policyholders and not of others, without segregation, violates this principle.

That to include health and accident features in the policies of some policyholders, without segregation, and at less than self-supporting rates, results in discrimination.

That each policyholder needs, and is entitled to, a service that can be obtained only from personal negotiations with a competent and responsible agent.

That it has a deep obligation to those who are its present policyholders, and that to admit others who do not comply with established standards into equal partnership would convict it of bad faith.

That volume in excess of an amount sufficient to keep the Company healthy and serviceable is of no important consequence to policyholders.

That its exceedingly low lapse rate and unprecedentedly high "repeat order" rate, result from its simple, clear and definite policies, and the intelligent, responsible, personal selling and service of its agents.

**THE NORTHWESTERN MUTUAL LIFE
INSURANCE COMPANY**

Milwaukee, Wisconsin

My Family... *NOW I know they will always be taken care of*



ARE you a Daddy, too? Then you will want to read every word of this. It is the story of Aetna's new Family Income Policy—a policy that *now* makes it possible for a man even with a modest income to provide a comfortable living for his family, should they be forced to face the future alone.

Take the case of the man in the picture. Ambitious, strong, a hard worker, a go-getter. Now making \$5000 a year. Bright future ahead. But always thinking "How *could* they get along . . . what *would* they do . . . if I were taken from them?"

You don't need pencil and paper to figure how much even \$20,000 would produce in *income*, if safely invested at, let us say, 5%. Less than \$85 a month. Could *your* family continue to live *as you would want them to live* on that much income? What is the result? Often tragedy.

For where is the mother who can say no to the *needs* of her children?

There is a way, however, to safeguard against the mental and physical anguish that might be the lot of those dearest to you. For slightly more than the cost of a \$20,000 ordinary life policy, you can now secure an Aetna "Family Income Policy" that guarantees a regular income for your family, in the event of your death, of *at least \$200 a month*, (this is 12% on \$20,000) until the twentieth year from the date the policy was issued. Then the face value of the policy, \$20,000, will be paid to your wife or heirs—in *addition* to the monthly income that has been paid.

You may be wondering why we say "*at least \$200 a month*." This is because the guaranteed income of \$200 a month will be *increased* by whatever "excess interest" may be declared annually by the Aetna.

Of course, smaller or larger incomes can be arranged to suit your personal requirements. Trained Aetna representatives, in every part of the United States and Canada are qualified to offer helpful suggestions in arranging your life insurance program.

THIS BOOKLET tells how it is now possible for a man, even with a modest income, to provide a comfortable living for his loved ones when they need it most.



Mail This
Today!

AETNA LIFE INSURANCE COMPANY
Hartford, Conn.

Please send me your free booklet, "Now We All Can Be Fair To Our Families."

Name _____

Address _____



Aetna Life Insurance Company, Aetna Casualty and Surety Company, The Automobile Insurance Company, The Standard Fire Insurance Company of Hartford, Connecticut.

AETNA-IZE

THERE IS AN AETNA-IZER IN YOUR COMMUNITY—
HE IS A MAN WORTH KNOWING

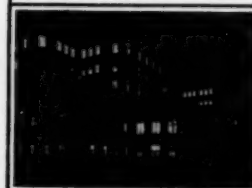


The Aetna Life starts its 1931 National Advertising Campaign with the above full page advertisement. The entire Campaign will be devoted to placing the Company's new Family Income Policy simply, graphically, convincingly before the public. A means of direct reply is supplied through the coupon—a potent source of new prospects for Aetna field men.

Aetna Life Insurance Company

Hartford, Connecticut

The Aetna Life's New Home



At Night

EIGHTY-SIXTH ANNUAL STATEMENT

New York Life

INSURANCE COMPANY

DARWIN P. KINGSLEY, President

51 Madison Avenue, Madison Square
NEW YORK, N. Y.

A Purely Mutual Company Incorporated under the Laws of the State of New York—Founded in 1845

1930 A PROSPEROUS YEAR

New insurance paid for in 1930.....Over	\$900,800,000
Insurance owned by policy-holders on December 31. Over	\$7,600,000,000
Number of policies owned by them.....	2,812,938

1930 PAYMENTS to POLICY-HOLDERS and BENEFICIARIES

Paid to living policy-holders.....Over	\$135,000,000
Paid to Beneficiaries in Death Claims.....Over	\$66,000,000
Dividends (included above).....Over	\$70,000,000
Paid to and on account of policy-holders and beneficiaries since organization.....Over	\$3,176,000,000

SUMMARY OF BALANCE SHEET, DECEMBER 31, 1930

Amount of the Company's obligations (liabilities) and the funds held to meet them, showing a surplus or general contingency fund of

\$121,012,546.98

ASSETS

Real Estate owned.....\$	34,307,572.19
First Mortgage Loans on Farms, Homes and Business Property	578,255,940.83
Bonds of the United States, Other Governments, States, Cities, Counties, Public Utilities, Railroads, etc.....	706,752,997.95
Preferred and Guaranteed Stocks.....	73,662,042.00
Policy Loans, Cash and Other Assets.....	396,089,181.03
Total Funds for Policyholders' Protection....	\$1,789,067,734.00

LIABILITIES

Reserves—ample to meet all contractual obligations	\$1,588,057,722.02
Dividends Payable to Policyholders in 1931...	72,541,788.00
All Other Liabilities.....	7,455,677.00
Total Liabilities	\$1,668,055,187.02
General Contingency Fund.....	121,012,546.98
Total	\$1,789,067,734.00

ACACIA ANNOUNCES

A New Agency Contract Based on Net Gain

THE true measure of the progress of a company or an agent is not the amount of business *paid for*, but the amount *gained*.

Believing that by stressing production instead of net gain the companies establish a wrong standard for the agents by which to measure their progress and usefulness, Acacia will hereafter emphasize only net gain in all of its deal-

ings with its agents, the public, or its policyholders.

Acacia's new Agent's Contract is therefore in line with this thought. It was *enthusiastically* and *unanimously* approved by Acacia's Branch Managers on January 24, after three days of wholehearted and searching discussion. The new contract is a triumph for the cooperative spirit in managing—the Acacia method of managing.

The new contract liberally rewards efficiency and penalizes inefficiency

It provides the usual first year commissions and instead of renewal commissions for nine or ten years, pays an increasing monthly salary on a sliding scale, depending each month upon the *total amount* of business the agent has in force and upon his *net gain* for the past twelve months.

In addition, the contract provides

- (A) for payments for partial and total disability;
- (B) for an income to the Agent in old age;
- (C) for an income to the Agent's family for a definite number of years if he dies while in Acacia's employ.

To better serve the public

The new contract rewards the agent in proportion to his efficiency in servicing the business he has and keeping it in force. The more and the better he serves the public, the more substantially he is building for his own future; hence, the public must benefit thereby. Conversely, if the agent fails to maintain a careful and sympathetic watch over the business he has written, he is penalized.

Everybody loses on lapses, the policyholder, the agent, and the company. Acacia's new contract is designed to help *prevent* this waste and loss.

ACACIA MUTUAL LIFE ASSOCIATION

WM. MONTGOMERY, President

More than \$360,000,000.00 of Old Line, Legal Reserve
Life Insurance in Force. Assets more than forty millions.

ACACIA'S TEMPLE OF SERVICE: 101 INDIANA AVENUE, WASHINGTON, D. C.

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Fifth Year No. 8

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, FEBRUARY 20, 1931

\$3.00 Per Year, 15 Cents a Copy

Monthly Payment Plan Is Useful

Ralph Booth Gives Travelers' Experience Before Chicago Actuarial Club

GOOD TO HOLD POLICIES

Frequently Employed Where Assured Can Not Meet the Higher Premium Coming Due

The monthly premium may be pressed into special service these days to aid in the reinstatement of policies, Ralph Booth of the Travelers' Chicago office told members of the Chicago Actuarial Club Tuesday evening.

Mr. Booth reported that an agent for his company had found the monthly premium plan useful for inducing insureds who had been paying on the annual basis, and whose policies had lapsed to restore their insurance. An insured, for instance, who had been accustomed to make a check for \$100 or more in payment of his annual premium, but who is not in a position today to write a check for that amount, can often be persuaded to reinstate his policy and a check of only \$10 or so is immediately required.

Difficult to Reinstatement

On the other hand, Mr. Booth pointed out, the agent finds difficulty in getting an insured, who has been paying on the monthly plan to reinstate after the policy has been lapsed for several months. To do so would require a check for several months' premiums, which is a sum larger than the monthly premium payer has been accustomed to pay at one time. Mr. Booth told members of the club that assureds may pay on the monthly basis for any of the Travelers' contracts. The monthly premium is calculated by charging 4 percent on the annual premium and dividing by 12. That loading is about as high as possible, Mr. Booth stated. It means that the assured is paying about 8 percent on the amount outstanding. If 6 percent were charged on the annual premium, the rate of interest on the amount outstanding would be doubled and assureds would soon begin to get busy with their pencils and question the advisability of paying such a high rate. Heavy lapsation might ensue.

Used Plan in Travelers Office

The Travelers first used the monthly premium plan in a payroll deduction arrangement among its office employees. The monthly charge was only one-twelfth of the annual premium. In 1920 the Travelers worked out a monthly premium plan to be used in conjunction with the monthly deposit in savings bank. The monthly premium was heavily loaded and after a few months lapsation started at a rapid pace. The next step was the development of salary

(CONTINUED ON PAGE 12)

Increasing Mortality and Tendency Toward Suicide

By DALE R. SCHILLING

Conditions responsible for the discouraging underwriting results presented herewith in the cases of three large companies have concentrated the serious attention of life company executives and medical men on the problem offered by widespread suicides of policyholders, particularly those carrying large amounts. Considerable has been written in the last year on the suicide question, mostly in generalities. A number of such cases which gained national prominence through circulation in newspapers focused attention, but perhaps only home office officials were fully aware that these were not the beginning of the situation but only highlights of a dilemma that has been increasing yearly

to the present staggering proportions. Recently the news was presented of the sale of a large amount of life insurance to a business man whose name is well known throughout the country. The man was and is a fine financial and moral risk. In years past the major companies of this country and Canada would have been hot on the trail of a "piece" of this business.

Suicide Experience on Jumbo Risks Is Severe

Yet one of the largest companies in this country turned it down cold, refusing to assume a penny of risk. Another great company, one of whose directors is credited with having made possible the sale, took a good share, largely for that reason. Other companies, almost uniformly, were cautious and issued only small amounts.

Why? Because, unfortunately, it has been found that the suicide experience among such jumbo risks has been far worse in dollars of loss than on smaller business. It has been found that clear-headed, successful business men hard hit by the stock crash and business depression have killed themselves in increasing numbers in the last year, deliberately, apparently without being under the emotional stress which usually is thought to accompany such a deed. Life companies have been left to pay heavy proceeds which, whether this was the insured's intention or not, quite often greatly helped in restoring personal estates and paying off business debts.

One great eastern company is reliably reported to have had a mortality experience of slightly over 52 percent of expected on Dec. 23 last year, and Dec. 31 it had a ratio over 58 percent. The reason ascribed is several suicides of supposedly wealthy business men with large life insurance lines.

Coinurers on Big Risk Saved Large Sum of Money

Another great company suffered a heavy loss on several suicides in spite of the fact that it had coinsurance arrangements. This company's suicide clause is one year. That of several coinurers is two years. It is understood the coinurers denied liability when it was found the insureds had killed themselves before expiration of the two years.

A mid-western company is reported through private reliable sources to have sustained \$800,000 proved suicide loss last year and an extra \$1,000,000 on claims which it is satisfied were the result of suicide but on which this fact cannot be proved. Carbon monoxide

poisoning from the old combination of running motor and closed garage doors; various accidents including automobile crashes and falling from windows, all of these contributed to the \$1,000,000 figure.

This latter company paid for about \$200,000,000 of business last year. If the \$1,800,000 claims were paid, it required on the basis of \$30 average premium per \$1,000, about \$60,000,000 of paid business to offset the loss from suicides.

Hard, Cold Facts Are Facing Life Companies

This is the hard, cold fact which is facing company officials this year: Suicides, always more or less intangible as to causes and remedies, but usually ascribed to weak moral fiber, insanity or what not, are occurring in ever increasing number among persons of types obviously sane, practical and unemotional.

In spite of the fact that the suicide problem is seriously pinching life companies, dangerously affecting underwriting policies when large premiums would be highly acceptable, and actually eating into surpluses, no definite first step appears to have been taken by the companies to seek a solution or even a means of reducing the evil.

Concrete Suggestions Made by Dr. H. W. Dingman

Harry W. Dingman, vice-president of the Continental Assurance of Chicago, a national authority on the medical side of life insurance and persistent supporter of a plan to introduce the principles of psychology into life and disability underwriting, presents three definite suggestions this week indicating a practical point of attack on the problem.

First is to increase the suicide clause limit from the one or two years employed by most companies to three, four or five years.

Second is to fit the medical examination proportionately to the size of application, spending if necessary \$100 in medical fees on a large risk to have a thorough examination, including heart, gastro-intestinal and all other branches, and in addition psycho-analyzing the applicant.

Third is to spend money as freely on inspections of large risks. He points out that the inspection for a \$5,000 application costs \$5, and the same holds true for a \$100,000 risk.

(CONTINUED ON PAGE 12)

Coupons Decided Free from Levy

U. S. Appellate Court Renders Important Ruling in Standard Life Case

FUNDS LEGAL RESERVE

American Life Convention Participates in Obtaining Vital Concession on Matter of Tax

The United States circuit court of appeals for the third circuit in an opinion handed down Feb. 11 held that reserves held by life insurance companies to meet their liabilities on coupons attached to life insurance policies are legal reserves within the meaning of the United States revenue laws and that the companies are entitled to make such deductions in filing income tax returns.

The case was that the commissioner of internal revenue against the Standard Life.

Ruling Leaves No Doubts

The ruling of the court of appeals leaves no doubt as to the character of reserves held to meet coupon liabilities, and the opinion is written so that it may be understood by anyone. The victory of the Standard Life in this tax case is one of the most important won by life insurance in recent years.

A. J. Barron of the law firm of Alter, Wright & Barron, Pittsburgh, general counsel for the Standard, led the legal battle against the attempt of the internal revenue department to tax the coupon reserves. The legal department of the American Life Convention assisted.

When the internal revenue commissioner attempted to force the company to pay the tax, the company went before the board of tax appeals, which held in the case of Commissioner vs. Standard Life (13 B. T. A. 113) that such deductions were proper under section 245 (a) (5) of the revenue laws of 1921 and 1924. The commissioner then carried the case into the courts. The case was heard before Circuit Judges Buffington and Wooley and District Judge Thompson. The ruling, in favor of the Standard, written by Judge Buffington, follows:

Text of the Decision

"This policy is an ordinary life policy issued for an ordinary life premium payable throughout the life of the insured. An excess premium is charged, however, for additional policy benefits.

"This excess in the premium is represented by coupons attached to the policy equal in amount and payable to the policyholder on a given date annually, (1) To reduce the succeeding year's premium; (2) to purchase paid-up additions to the face of policy; (3) to

(CONTINUED ON PAGE 12)

Superintendent T. F. Behan of New York State Is Dead

WAS A FAITHFUL OFFICIAL

Served the Department Continuously
and Conscientiously for the
Last 44 Years

NEW YORK, Feb. 19.—Insurance Superintendent Thomas F. Behan of New York, who was appointed to office the first of the year, died Monday night. Mr. Behan had submitted his resignation but no action had been taken on it by Governor Roosevelt. He was regarded as one of the most faithful and conscientious state supervising officials.

Mr. Behan had been seriously ill for some time and was forced to give up completely all business cares. While attending to the work of the department up to within ten days ago, he had not felt able to make his customary trips to the New York city office, leaving the direction of its affairs wholly in the hands of his subordinates, who conferred with him by telephone only on matters of first importance.

Had Been Long in Department

Mr. Behan was appointed to the superintendency Jan. 1, after the post had remained vacant six months following the resignation of Albert Conway to assume a Kings county judgeship. Mr. Behan had been continuously in the department's service 44 years, serving for a time as first deputy, and was in every way competent to fill the superintendency.

Not being a politician, however, his advancement was not looked upon with favor by party leaders, who felt the office should be given one of the faithful. The governor disregarded the attitude of the politicians, and his action met cordial approval from underwriters and all others having relations with the insurance department.

Operated on a Year Ago

Mr. Behan had not enjoyed robust health for a long time, having undergone a serious operation over a year ago. While gratified at the recognition by Governor Roosevelt of Mr. Behan's fitness for the superintendency, intimates of the latter felt the strain of the office would be too great upon him, and this apparently proved to be the case.

The funeral services were held at the Cathedral of the Immaculate Conception, Albany, Thursday morning. Honorary pallbearers included Vice-president J. C. McCall, New York Life; Former Insurance Superintendents Phillips, Stoddard, Beha and Conway.

Thomas Made Mutual Life Manager at Minneapolis

The Mutual Life of New York has appointed J. A. Thomas manager of its Minneapolis agency. He will fill the vacancy caused by the resignation of H. T. Lewis. Mr. Thomas will have for his territory 36 counties in northwestern Minnesota and North Dakota. He joined the central Illinois agency of the Mutual Life in 1913 after a few years of selling experience in general business. Since 1915 he has been an agent of the company in Milwaukee and was appointed agency organizer in 1929. He has written a steadily increasing volume of business annually, having paid for as high as \$1,500,000 in one year. He has been nine times a member of the field club.

F. H. Davis Gave Dinner

DENVER, Feb. 19.—Frank H. Davis, who will retire March 1 as western production manager of the Penn Mutual, gave a dinner to 50 of his agents in honor of Rene P. Banks, who will succeed him.

Harrison Testifies Before Arkansas Probe Committee

TELLS OF CALDWELL DEALS

W. L. Clayton, A. D. Dulaney Give
Evidence on Which Legislation
May Be Founded

Defense of the entrance of Caldwell & Co. into the Home of Arkansas companies was given to the joint legislative investigating committee in Arkansas by James J. Harrison, vice-president Home Life of Arkansas. He said Caldwell & Co. put about \$3,000,000 of cash or good securities in the Home companies, which was not enough, however, to protect those companies against the crash of the Caldwell enterprises.

Mr. Harrison stated that Caldwell substituted new capital for \$1,500,000 of "slow paper," when the Exchange Bank & Trust Co. and American Southern Trust Company were merged into the American Exchange Trust Company.

Clayton, Dulaney Testify

Two other witnesses testified that A. B. Banks, president of the Home Fire and Home Accident, negotiated the sale to Caldwell & Co. after the Arkansas department had ordered the Home companies to get rid of objectionable securities. The other witnesses were W. L. Clayton, Philadelphia actuary, and A. D. Dulaney, acting Arkansas commissioner. The evidence produced at the hearings is to be used by the Arkansas assembly in remedial banking and insurance legislation.

Clayton said Caldwell & Co. was to have paid \$3,780,000 for 60 percent of the stock of the the three Home companies, but that receivership proceedings halted the transfer.

Great Republic Life Is Expanding

Vice-president W. H. Savage of the Great Republic Life of Los Angeles has announced the appointment of H. J. Werner, Jr., as general agent at San Francisco with offices in the Golden Gate Theatre building, 25 Taylor street.

The appointment of Sam Fletcher as general agent in charge of San Mateo county, Cal., with headquarters for the present at Menlo Park is also announced. Several years ago Mr. Fletcher was prominent as a leader in the agency organization of the Western States Life but more recently private interests have required his entire time and attention.

William Waddle, agency supervisor of the home office agency of the Great Republic Life, led the entire field in January in volume of paid for new insurance.

Van Schaick Is Named as Behan's Successor

NEW YORK, Feb. 19.—G. S. Van Schaick of Rochester has been designated by Governor Roosevelt as superintendent of insurance, to succeed T. F. Behan, who died Monday. Announcement of the governor's selection was made Tuesday, and Mr. Van Schaick's name will be given to the senate Friday, following Mr. Behan's funeral Thursday.

Mr. Van Schaick is a prominent attorney of Rochester and chairman of the governor's commission on legal aid societies of the New York State Bar Association. He has been a member of the governor's commission on unemployment for the last year and is a lecturer at the University of Rochester. He is 57 years old.

New Chicago Office Opened

Nathanson, Goldie & Schultz Start as
Detached Unit of Chase Agency,
Connecticut Mutual

A new life insurance office has opened in Chicago composed of three large producers and entitled Nathanson, Goldie & Schultz. The partners are J. B. Nathanson, Irving Goldie and H. R. Schultz. The office is connected with the Connecticut Mutual agency of S. T. Chase and is on the 27th floor of No. One La Salle street building.

Mr. Nathanson has been assistant general agent of the John Hancock in the Houze agency at Chicago and led that company in personal production last year with more than \$1,000,000. He paid for \$500,000 last June alone and he has been a "millionaire" for a number of years, being the first man in the John Hancock to hit that stride. He started with the Massachusetts Mutual nine years ago. Mr. Schultz formerly was with the Home Life of New York in Chicago as supervisor and paid for \$500,000 personally last year. Mr. Goldie was with the Connecticut Mutual and paid for a similar amount.

Yates Sales Supervisor

Zeno Yates has been appointed sales supervisor of the Union Central agency in Chicago, managed by H. A. Zischke. He has been with the Union Central seven years and before that was in the real estate business in Minneapolis. Mr. Yates is a good personal producer and has had organization experience.

Checkup Being Made on Two Keystone Companies

NORTHERN STATES, SECURITY

Indiana Department Probes Hammond
Company—Five States Participate in Chicago Quiz

An examination of the Security Life of Chicago is being conducted by five states—Virginia, Tennessee, Kentucky, Illinois and Michigan. This procedure follows a preliminary check-up of the Security by Indiana, Michigan, Tennessee and Virginia—after which the official statement was issued that assets of the Security had been used in the purchase of Inter-Southern Life stock.

The Keystone Holding Co., of which M. J. Dorsey is president, and which owns the Security, was the official buyer of the Inter-Southern. Apparently the stock of the Louisville company later was transferred to the portfolio of the Security.

The Keystone Holding Company also owns the Northern States Life of Hammond, and through ownership of the Inter-Southern controls the Southeastern Life, Home Life of Arkansas, and one-third of the Missouri State Life stock.

NORTHERN STATES SCRUTINIZED

INDIANAPOLIS, Feb. 19.—The Indiana insurance department is making a checkup examination of the assets of the Northern States Life of Hammond, Ind., supplemental to the examination of the Security Life now being made by Tennessee, Virginia, Illinois, Michigan and Kentucky. This has no relationship to the examination of the Northern States by the Indiana department completed last fall. The two examinations are being made simultaneously.

Stumes & Loeb Roll Up Unusual Record in January

Stumes & Loeb, general agents in Chicago for the Penn Mutual Life, had an exceptional record in January with \$1,550,000 paid business, putting the agency in third place among all the company's offices. The agency has had a remarkable growth since it was opened a little more than five years ago. In 1925 the first agency convention was held, attended by C. B. Stumes, A. A. Loeb and two agents. Last year the agency's annual convention was attended by 36 persons.

In many other respects Stumes & Loeb's record has been unusual. Last year, despite the business depression, the agency did slightly over \$1,000,000 a month paid for business. The first year and general loss ratio was very low. In a little more than five years approximately \$55,000,000 has been put in force. The average policy in this large total is a little over \$9,000 and the average premium about \$34.

Mr. Loeb sees a decided trend this year toward deferred annuities, which in part accounts for the large January average premium.

Union Life Had Meeting

The Fort Smith, Ark., agency of the Union Life of Little Rock held an organization meeting in Fort Smith, with high officials addressing the agents.

D. A. Bray, agency supervisor, was toastmaster at a dinner. J. W. Walker, Rogers, Ark., president, discussed "Safety and Progress of the Company"; Elmo E. Walker, secretary and general manager, talked on "Increasing the Average Size of the Policy Sold to Protect the Family." The local agency manager is Thad H. Harbour.

Union States Life Accessions



O. P. COSHAW



J. H. STOCKMAN



A. E. KERN

President W. E. Hibbard of the Capitol Underwriters Corporation of Portland, Ore., owners of the Union States Life, announces that Coshaw & Stockman have been engaged as legal counsel. A. E. Kern of Portland goes on the board of the Capitol. He is the publisher of "Nachrichten," a German paper, and operates printing plants both

in Portland, Ore., and Seattle, Wash. O. P. Coshaw of the legal firm has been on the supreme bench of Oregon for 16 years, the last two as chief justice. He is a former state senator. J. H. Stockman was formerly general attorney for the Rio Grande railroad. He has been deputy in the district attorney's office of Portland.

Fraternal Group Meets in Chicago

Continuation of Debate Over Legislative Program Expected at Winter Session

SIMPLIFICATION BILL UP

Modern Woodmen of America and Several Other Societies Oppose Measure Voted by Congress

Failure of fraternal insurance societies to agree on a program of legislation to be introduced in the various state legislatures this year will be reflected in the winter meeting of the sections of the National Fraternal Congress of America to be held at Chicago, Feb. 21-24.

The congress is sponsoring a bill approved at its annual convention at Rochester, N. Y., in August, 1929, but the Modern Woodmen of America and several other organizations are opposing the measure.

Simplification Is Sought

The bill is an attempt of the congress to simplify statutory regulations. Laws in force in nearly all states are modeled after the original N. F. C. bill. That measure originated soon after the congress was organized in 1886 to prevent pseudo-societies from operating as fraternal. The original bill required local lodges to meet at least once a month, to have ritualistic initiations and other features that are not so popular today. Those requirements are still on the statute books but the modern society is content to admit members along lines prescribed by the society itself, and much of the formalism and secrecy have been abandoned. Rather than continue in the light of law breakers, the congress societies desire to have such things permissive rather than required by statutes.

Other Features of Bill

In addition, the new "uniform" bill provides for expanding the beneficiaries eligible under fraternal policies, making insurable interest the rule rather than blood or marriage relationship.

The measure also permits societies to issue a variety of forms similar to those of old-line companies. It would permit greater latitude in non-medical, juvenile and other kinds of protection.

Congress societies contend that fundamentals of fraternal insurance operation are the non-profit character of their business, the true representative government whereby members control societies through elected representatives meeting in convention and not by proxy, and the mutual aid and benevolence expressed in relief funds, homes for the aged and orphans, sanatoria and hospitals, educational funds and visiting nurse service. On these counts they claim exemption from taxation because of the eleemosynary relief to the state.

M. W. A. Once Powerful

At one time the Modern Woodmen of America was powerful in its influence on legislators. It was able to lash its membership into a frenzy of opposition to legislation so that legislative halls were flooded with letters and telegrams. It is claimed that since the M. W. A. has gone through readjustment of its rates with the resulting defection and insurgency, its political power is not so potent.

The congress societies made an attempt to line up the M. W. A. in support of its legislative program on the assumption that since it has adopted the legal reserve plan it would need the

Production in January Declines 10.7 Percent

NEW YORK, Feb. 19.—New life insurance production for all classes showed a decline of 10.7 percent for January, 1931, in comparison with the first month of 1930. The only class making a gain was group, which increased 21.8 percent. These facts are shown by a statement forwarded by the Association of Life Insurance Presidents to the United States Department of Commerce.

The total new paid-for business, exclusive of revivals, increases and dividend additions was \$888,335,000 in January as against \$995,195,000 in January, 1930. Ordinary insurance in January, 1931, was \$595,652,000 against \$712,855,000 in 1930, a decrease of 16.4 percent; industrial was \$214,320,000 against \$218,027,000 in 1930, a decrease of 1.7 percent, and group insurance was \$78,363,000 against \$64,313,000 in 1930, an increase of 21.8 percent.

things that the other sound societies desire, but the management of the big society thought otherwise.

A report on legislation will be made by A. W. Fulton of Chicago, the congress legislative representative, and it is expected that this situation will be reviewed.

Several Sections to Meet

Among the sections meeting will be those of the presidents, secretaries, medical directors and editors. The Fraternal Actuarial Association will hold a session. Another organization, one which has no affiliation with the congress, the Fraternal Society Law Association, composed of practicing lawyers throughout the country, will have an annual convention.

There will be a joint meeting of sections to hear Judge F. B. Allegretti of the Chicago municipal court on "The Youth of America." The large increase of lodges composed of children makes juvenile management a timely topic for fraternal.

Another speaker will be Miss Grace Abbott, chairman of the children's bureau of the Department of Labor at Washington.

Funeral services were conducted Feb. 18 for Emil Lederer, 70 years old, one of the oldest general agents of the Missouri State Life in St. Louis. He had been with the company for 27 years.

Policyholders Increase So Far as Numbers Are Concerned

NEW YORK, Feb. 19.—Although new life insurance production in 1930 fell only 3.3 percent short of the record mark of 1929, the number of persons taking out life insurance last year probably exceeded the 1929 figure, indicating an even brighter future than might be predicted on the basis of volume alone. Two great New York companies, the New York Life and the Equitable Life, exceeded their 1929 record for number of policies issued by several percent. The Mutual Benefit Life of Newark issued almost exactly the same number of policies in 1930 as in 1929. In general

there has been a decrease in the average size of policies but apparently this has been among the jumbo risks. Fewer of this class were being sought last year and in addition companies were scrutinizing large risks much more carefully.

On the basis of the accepted formula that the man who buys life insurance now is the surest prospect for more later on, the large number of persons who became "sold" on the value of life insurance in 1930 may mean more to the future of the business than if 1930 had surpassed 1929 in volume. All in all, the year was not without compensations.

C. L. U. Alumni Chapter Is Organized in Baltimore

BALTIMORE, Feb. 19.—The Baltimore alumni chapter of Chartered Life Underwriters has been organized with W. P. Stedman, general agent National Life of Vermont, as president; G. A. Myer, Guardian Life, vice-president, and H. H. McBratney, State Mutual, secretary-treasurer.

Other charter members are F. A. Savage, Jr., New England Mutual; Clayton Demorest, Jr., Atlantic Life; G. M. Perry, Fidelity Mutual; Harold Gardner, Northwestern Mutual and R. K. G. Rice, Equitable of Iowa.

Honorary members elected were E. J. Clark, president of the American College of Life Underwriters; Dr. S. S. Huebner, dean of the college, and Dr. David McCahan, assistant dean.

At present 17 men are studying in Baltimore for the C. L. U. examinations to be held in June.

Mulkin Leads Union Central

M. J. Mulkin of Philadelphia paid for \$330,000 in January, thereby leading the Union Central's entire field force for the month. He will complete his 33rd year with the company in 1932. He is a member of the A. R. Allen agency. J. R. Riha of Omaha led for the month in number of cases settled, 32. There were a number of agents close behind, however, W. F. Albrecht of the New York agency paying for \$194,000, Joseph Gross of the same agency \$181,000, J. D. Kauffman of New Haven \$155,000.

Gay Now Agency Secretary Aetna Life; Other Changes

A number of advancements were announced following the annual meeting of the directors of the Aetna Life companies. Clyde F. Gay, assistant superintendent of agencies Aetna Life, was made agency secretary, and Berkeley Cox, attorney in the legal department of the Aetna Life, becomes associate counsel. I. F. Cook and M. J. Turkington, superintendent in the group division, were made assistant secretaries in that division.

James B. Slimmon, secretary of the Aetna Life, was elected secretary of the Aetna Casualty and the Automobile.

McCallum Resigns

William McCallum has resigned as vice-president and agency director of the National Fidelity Life of Kansas City, Mo. He is considering the organization of a company to write life, accident and health insurance, to be headed by leading business men. Mr. McCallum formerly was connected with the Bankers National Life as vice-president and agency director.

New President of Maritime Life

Dr. J. G. McDougall of Halifax has been elected president of the Maritime Life, succeeding E. A. Reilly, who becomes chairman of the board.

President James A. Fulton of the Home Life of New York is spending a few weeks on a vacation in Cuba.

FIGURES FROM DECEMBER 31, 1930, STATEMENTS OF LIFE COMPANIES

	Total Assets	Capital	Surplus	New Bus. 1930	Ins. in Force Dec. 31, 1930	Gain in Ins. In Force	Prem. Income 1930	Total Income 1930	Benefits Paid 1930	Total Disburse. 1930
Amer. Provident, Tex.	399,288	150,000	70,325	3,700,675	7,813,973	1,794,000	150,682	172,687	\$,800	121,218
Amer. Standard	688,674	486,330	94,703	3,088,888	7,255,560	1,103,285	116,174	161,767	17,102	187,863
California State	18,702,245	750,000	700,480	15,414,023	108,076,749	1,047,027	3,038,935	4,586,175	1,286,967	8,133,714
Century, Ark.	719,872	120,460	44,003	4,585,216	6,251,890	881,266	288,296	384,299	88,832	877,719
Continental, Mo.	16,507,868	500,000	471,176	21,894,276	108,905,009	3,584,170	2,174,985	4,217,594	1,771,282	3,146,492
Crockett Mutual	87,054	300,000	62,458	2,004,020	2,392,100	2,794,109	111,948	179,186	5,000	123,546
Detroit Life	99,678,129	500,000	500,000	9,637,470	70,278,196	7,128,989	2,102,816	2,686,975	1,213,756	2,085,588
Farmers & Traders	4,827,189	300,000	253,803	7,125,451	26,169,495	2,818,211	956,768	1,195,359	243,254	596,709
Great Southern	40,316,882	3,000,000	1,795,625	38,585,613	276,953,730	52,740,336	6,948,319	20,154,437	4,468,735	10,543,822
Great West	129,147,632	1,000,000	3,413,907	63,180,148	614,405,447	22,035,325	19,590,261	29,848,382	12,644,190	21,366,792
Home, N. Y.	75,573,884	100,000	3,077,093	58,056,810	400,086,306	17,626,741	11,494,253	16,256,344	9,013,825	12,800,304
Imperial, N. C.	1,195,359	100,000	141,641	10,232,685	15,022,421	177,000	845,074	904,172	234,496	735,758
John Hancock Mut.	584,121,812	5,000,000	42,801,504	664,488,789	78,524,192,144	216,762,891	122,449,394	154,381,550	74,993,310	112,759,560
Life Ins. of Va.	69,814,163	1,353,964	4,426,082	32,181,945	375,243,870	1,414,198	12,872,443	16,769,991	6,946,670	12,893,968
Michigan	5,552,990	300,000	424,003	36,595,827	496,332,976	25,992,426	668,777	5,888,331	265,945	2,705,026
Midland Mutual, O.	19,843,957	300,000	502,122	15,295,774	111,634,276	3,954,432	2,760,927	5,141,842	2,396,388	3,540,353
Modern Life, Minn.	1,495,170	129,700	55,910	2,558,748	12,638,363	1,032,593	494,626	585,591	140,400	333,423
Northern States	5,354,382	200,000	232,649	8,466,633	54,777,025	1,344,737	1,356,278	1,960,608	823,926	1,623,701
Old Line, Neb.	4,445,101	200,000	200,082	13,457,240	36,551,837	5,275,392	1,233,235	1,496,821	277,879	991,450
Pacific Mutual	177,672,731	4,840,000	*13,619,865	98,321,324	768,857,250	33,418,691	27,641,548	38,647,719	18,970,184	27,361,176
Puritan	1,839,202	200,000	20,517	1,244,006	16,383,159	303,589	227,521	361,793	184,424	304,863
Reliance	65,875,791	1,000,000	3,216,726	74,808,841	466,790,080	28,818,265	18,311,829	19,407,666	7,867,796	13,726,708
Richmond Beneficial	300,185	25,000	79,959	434,626	455,131	217,943	462,187
Security, Ill.	11,232,520	500,000	2,451,116	39,001,308	251,844,735	3,989,455	8,497,162	11,500,231	6,244,897	8,974,041
State Life, Ind.	14,282,127	9,234,174	68,824,633	657,950,027	28,152,779	19,465,473	15,746,847	22,368,485	22,368,485
State Mutual, Mass.	143,282,128	36,584,851	705,678,795	2,820,752,866	470,861,704	138,752,852	194,305,407	81,274,581	133,798,111
Sun Life, Can.	534,449,555	2,000,000	200,290	3,928,420	31,222,235	608,679	934,512	1,276,372	333,478	988,252
Texas Life	6,174,165	375,000	394,497	7,765,575	48,272,328	4,880,000	768,465	813,897	484,755	642,366
Union Labor	1,068,168	200,000	259,798	24,016,954	39,266,158	10,015,081	810,595	872,619	135,128	632,663
United Benefit, Neb.	1,006,650	1,021,516	16,156,516	99,049,485	1,196,428	2,562,428	3,621,947	1,646,463	2,834,262
Volunteer State	16,187,345	1,250,000	145,757	6,318,150	6,030,250	6,030,250	82,429	283,935	7,900	121,890
United Pacific	375,625	200,000

*Assigned and unassigned.

3. Includes \$27,060,396 taken over in Grange Reinsurance.

4. Includes \$23,307,730 balance left of Grange taken over.

5. Life only.

6. O., \$272,271,992; I., \$311,226,838; G., \$80,989,929.

7. O., \$1,887,796,927; I., \$1,382,275,019; G., \$253,141,198.

8. O., \$89,388,290; I., \$61,122,087; G., \$66,242,514.

Midwest Life Production Appears Better in January

OFFICES MUCH ENCOURAGED

Many Agencies Show Excellent Increases This Year—Average Premiums Are Larger

Life insurance production in the central west has gotten over the hard times period and again is pushing forward, if the January records of many agencies mean anything. This is in spite of the report of the Association of Life Insurance Presidents that sales were off more than 10 percent generally.

There is a definite optimistic note to be found among all agencies and this is bolstered by substantial paid increases in the month.

The Equitable Life of New York in its central department managed by William Rothaermel, superintendent of agencies, paid for \$20,110,149 in January with an average premium of \$39.34 per \$1,000. This production not only constitutes a substantial gain over January a year ago but indicates a strong

tendency at large to buy life insurance more for investment purposes than in the past.

New organization was credited with \$4,172,132 paid business, or about 21 percent of the total. The outside central department paid for \$14,005,216 and Chicago agencies \$6,104,93.

The Chase agency of the Connecticut Mutual in Chicago paid for \$345,720, which is a substantial gain.

The newly reorganized Chicago agency of the Union Central, under Manager H. A. Zischke, although it was not able to come up to the high mark of the past before the D. A. Day general agency hit the toboggan, exceeded the January, 1930, mark and Mr. Zischke is optimistic.

A similar feeling was discernible in the Hobart & Oates general agency of the Northwestern Mutual in Chicago. It had an increase.

The Illinois office of the Sun Life under Manager D. J. Scott, stands 10 percent ahead to date this year of the same period in 1930.

The Bokum & Dingle general agency of the Massachusetts Mutual in Chicago paid for \$1,600,000 in January.

Stumes & Loeb, general agents of the Penn Mutual in the same city paid for \$1,550,000 in the month, taking third place for the company in this country.

May 1-2 Is Date Set for Mid-Year Meeting

The mid-year executive meeting of the National Association of Life Underwriters, in Atlantic City, it is assured will be May 1-2. Informal decision to this effect was reached in a conference between President G. E. Lackey of Oklahoma City, head of the association, and S. T. Whatley of Chicago, executive committee chairman, in a conference a few days ago.

Raisa Named Supervisor

Henry D. Raisa, who was formerly connected with the Mutual Life of New York in Chicago for a number of years, has joined the Denver agency of the company as city supervisor under O. C. Watson, manager. Prior to his connection with the Mutual Life in Chicago, Mr. Raisa was inspector of risks for that company in New York for seven years.

Order your 1932 calendars from The National Underwriter. Information free.

Fine Conservation Record Reported by Wisconsin Life

AGENTS MEET IN CONVENTION

President Frey Gives Highlights of 1930
—Zischke and Cook on Program at Madison

Agents of the Wisconsin Life gathered in Madison last week for their annual convention. Norman J. Frey, president, opened the meeting. Mr. Frey's company has shown one of the most remarkable conservation records during 1930. Increase of business in force was well over 50 percent of their 1930 writing.

The first business session was addressed by P. W. Cook, educational director Chicago agency Mutual Benefit Life, who gave many sales points of a practical nature. He is a large producer in addition to his educational work. A dinner and dance were given in the evening. At the dinner G. P. Hambrecht, director of the state board of vocational education, gave an address on the Lincoln-Douglas debates.

Zischke Gives Pointer

H. A. Zischke, Chicago manager Union Central Life, was the morning speaker Friday. He gave pointed advice when he said, "You must divide your day into three component parts. You must allot a definite amount of time to the field, a definite amount of time to your office and a definite amount of time to study."

Mr. Zischke said that figures had been prepared to show that the agent who spends two hours each day actually with prospects would make \$3,000 a year. He said that if the agent spent four hours in the presence of prospects he would make \$7,500 to \$9,000 per year. He said most agents fail from one of three causes—lacking a plan, faulty prospecting and fear of prospects.

At a luncheon given for the agents M. B. Rosenberry of the Wisconsin supreme court spoke. The business sessions were concluded by a talk in the afternoon by a representative of the Life Insurance Sales Research Bureau of Hartford.

E. C. Severson was high man in the company in total production for the second consecutive year. H. R. Noer, also of Madison, was second. W. A. Freehoff of Waukesha had the lowest lapse record and H. F. Pleuss of Manitowoc was second for high percentage of renewals. M. J. Naarup and C. O. Thomas were given special production prizes.

NEWS FROM NEW YORK

ELLIS AGENCY DINNER

The R. C. Ellis agency of the Home Life in New York gave a surprise birthday dinner for its manager last week. A desk set was presented to Mr. Ellis on behalf of the agency.

GORDON AGENCY TO MOVE

The John J. Gordon agency of the Home Life in New York will move May 1 to a new 36-story building at William and John streets. The agency will occupy considerably larger quarters than it does now, as Mr. Gordon has added eight agents since the first of the year and is continuing to add to his agency force.

MOVES TO LARGER QUARTERS

The Life Underwriters Association of New York City will move its executive offices from its present quarters on the tenth floor of the Singer building to room 631 at the same address. The new quarters are about twice as large as the present location.

Every factor in the Home Life situation makes sure its continued and accelerated progress during 1931. A few of these factors are:—

- (1). Absolute vested renewals for both Agents and General Agents.
- (2). Definite plans assuring General Agency opportunities under a sound financial plan to those of its sales organization evidencing agency building capacity.
- (3). An unexcelled sales equipment, including the new Family Income Policy, Preferred Life Plan, unique Educational Income Contract and Personal Income Policies.
- (4). A purely mutual New York Company, having back of it seventy years of honorable service.
- (5). A recent record of real accomplishment. The growth of the past ten years has exceeded that of the preceding sixty years.
- (6). A management which from the top down is dominated by the agency viewpoint and is making every move with a view to affording the broadest opportunity to the men and women of its field organization.

We enter the year 1931 with the confident belief that the splendid and steady growing agency organization, aided by a sympathetic Home Office management, will carry our Company to great achievements.

HOME LIFE INSURANCE COMPANY

256 Broadway, New York City.

ETHELBERT IDE LOW,
Chairman of the Board.

JAMES A. FULTON,
President.

Missouri Regulation as to Twisting Is Knocked Out

DEPARTMENT PLANS APPEAL

Circuit Court at Jefferson City Holds in Prewitt Case that Superintendent Went Too Far

JEFFERSON CITY, MO., Feb. 19.—The Missouri department has appealed from a decision of the Cole county circuit court granting a permanent mandamus directing the department to renew the license of R. P. Prewitt of St. Louis. The department denied Mr. Prewitt's application for a license last March on the grounds that he had violated the superintendent's regulations on "twisting."

Mr. Prewitt formerly placed life business with the St. Louis office of the Lincoln National Life when J. P. Sullivan was general agent there. The department declined to issue him a new license after a joint committee of St. Louis life underwriters and general agents and company officials had filed informal complaints against Messrs. Sullivan and Prewitt and other agents and brokers.

Based on Department Ruling

Missouri has no law against "twisting" but several years ago the department issued a regulation against such practice. Superintendent Thompson has defined "twisting" as the practice of persuading or attempting to persuade the holder of a life insurance policy to surrender such policy and purchase new insurance with the agent recommending such action. "Twisting" is present whether such action on the part of the agent or insurance broker carries the element of misrepresentation, Mr. Thompson has held. In the Prewitt case the department withdrew all allegations of misrepresentation, standing on its authority to enforce the old regulation against "twisting" regardless of whether or not misrepresentation had been practiced.

Judge Stillwell in granting the mandamus completely set aside the old regulation against "twisting," holding that the department had gone beyond its authority in issuing that regulation.

"The insurance department admitted that Prewitt hold the truth in his dealings with policyholders and I believe that the department has gone too far in this matter," Judge Stillwell said.

Group Cover Is Better Than Unemployment, Pension Plans

"Group insurance is the most efficient, practical and economical welfare plan ever introduced into modern business," B. M. Kirke, vice-president and agency director of the Royal Union Life, told the Employment Managers Club of Des Moines. He reviewed the history of group insurance and suggested that the growth of the plan indicates the belief of business men in its soundness and effectiveness.

Mr. Kirke said that while there has been much talk of unemployment insurance, it would be extremely dangerous to adopt any scheme which would tend to kill personal initiative and provide support which would keep any body of workers in idleness. He reviewed the old age pension systems of European countries and said that a number of private groups have adopted that idea, but so far there has not been enough data available for a real actuarial basis to be worked out. He stressed his belief that the only really successful plan is the one in which employees or citizens are required to contribute a portion of their income to building up an old age reserve.

Chartered Life Underwriter books sold by The National Underwriter.

Report Employment Gains in Life Insurance Business

NUMBER OF WORKERS LARGER

Manager Wight of Life Presidents Association Indicates Conditions to Hoover's Special Committee

Direct efforts of life insurance companies to meet the unemployment situation are credited with the fact that employment in life insurance has been increased despite the business depression, according to a statement to Col. Arthur Woods, chairman of the President's emergency committee for employment, from G. T. Wight, secretary and manager Association of Life Presidents, New York.

"At the end of 1930," says Mr. Wight, "member companies of our association domiciled in the United States were employing 270,209 persons, an increase of 3.6 percent over 1929 for all types of life insurance employees."

Special Efforts Were Made

"Although this favorable showing is partly traceable to the relative stability of the life insurance business, with its huge volume of long-term contracts, this result would not have been possible but for the successful special efforts of the companies toward maintaining the amount of new production and increasing the aggregate amount of insurance in force. These efforts resulted in new business only 3.6 percent under the record-breaking year of 1929, and an increase of 4.9 percent in the aggregate insurance in force."

"Of the 70 members in our organization, 60 are United States life insurance companies holding 84.2 percent of the total business outstanding in legal reserve life insurance companies of the entire nation, as of Dec. 31, 1929. The remaining ten members are Canadian companies. At the request of the President's emergency committee, a questionnaire was sent out to our 60 members in the United States."

Gives Employment Figures

"It is with satisfaction that I submit the following results based upon reports from every one of the companies queried:

	Oct. 31, 1929	Dec. 31, 1930	Increase
Office employees..	69,544	72,594	3,050 4.4
Licensed agents..	191,394	197,615	6,221 3.3
Total	260,938	270,209	9,271 3.6

"A general reluctance to reduce the number of employees under present conditions is shown by letters which accompany the reports of individual members. Some companies definitely state that it is their policy not to dismiss any employees except for good and sufficient cause."

"In some cases, persons whose services are not strictly needed are being retained until the economic situation improves sufficiently for them to secure other positions. A most constructive aid to unemployment relief was shown by one company which employed 79 temporary clerks, most of whom are heads of families, for emergency work usually done by the regular staff with overtime allowance."

Call for Blank Changes

W. A. Robinson, chairman of the committee on blanks of the National Convention of Insurance Commissioners has sent out a notice calling attention to the fact that suggestions for changes in the statement blanks must be submitted earlier than March 15.

Randall Goes to Syracuse

S. N. Randall, field assistant for the Travelers at Boston, has resigned to become superintendent of agencies of the Unity Insurance Company of Syracuse.

WHILE THE BOND MARKET SAGGED

N^WNL Bonds Increased in Value!

ACCORDING to figures published by responsible statistical organizations comparing the average yield of Railroad, Public Utility, and Industrial bonds by grades of quality, all **except the highest grade bonds** had a lower market value at the end of 1930 than at the end of 1929. The market value of N^WNL bonds went up. At the end of both 1929 and 1930 the Company's bonds were worth more at the "market" than the value at which they were carried in the financial statement.

Comparative figures on book and market value of Bonds:

	Amortized Value (Value at which carried in financial statement)	Actual Market Value	Excess of Market Value over value at which carried in Statement
December 31, 1930	\$17,687,935.20	\$17,921,123.48	\$233,188.28
December 31, 1929	16,314,416.39	16,369,154.34	54,738.95
Increase in difference between Market and Book Values			\$178,449.33

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

G. J. ARNOLD, PRESIDENT

STRONG ~ Minneapolis, Minn. ~ LIBERAL

Sun Life Withdraws Its Famous Annuity Contract

ALSO TWO-YEAR ENDOWMENT

High Return Income Form with Death Benefit Taken Off Market After Four Years

The Sun Life of Canada is preparing to withdraw from the market March 1, not only in the United States but wherever it writes, the annuity with principal sum payable at death and the two-year endowment.

The annuity, one of the leading factors in the tremendous strides made by the Sun Life in its American operations in the last two or three years, was introduced four years ago. For a consideration of \$1,050 per unit the company gave a 3½ percent guaranteed return and actually started in paying 5½ percent. This increased by five year periods until the 20th year when it is estimated on the basis of the company's investment returns, the income from this form would be 6 percent.

Straight Annuities Continued

This form must not be confused with the straight annuities which the company sells, as these latter will be continued. Under the contract to be withdrawn, at the death of the assured the principal sum will be payable and this might be arranged by the buyer in advance to be paid to a beneficiary, either in lump sum or used to buy a similar contract which would carry proceeds on to the third generation.

The New York department recently ruled this type of contract out of the state, holding that the company takes no insurance risk since it pays only the interest earned on the amount deposited during the life of the buyer and the total amount deposited payable at death. The New York department holds that this is a banking transaction and is therefore not permitted in an insurance company.

Large Amount in Force

The Sun Life's two-year endowment was put on the market about two years ago. The special annuity has been sold very widely and it is said there is about \$50,000,000 in this form. A prominent Chicagoan is reported to have invested \$1,000,000 in this contract a year ago.

It is learned that the Sun Life is not withdrawing the contract because of any pressure which may have been brought to bear from banks, trust companies and other financial houses, or possibly from competitors. Instead the company holds the view that because of the clause in the contract permitting withdrawal of funds with 90 days' notice, it does not desire to have too large an amount subject to withdrawal.

Reason for Action

This would require carrying a correspondingly large amount of fairly liquid investments with the disadvantage of low yield. In extreme cases it was believed it might be necessary to sacrifice some good investment to get cash to meet the demand and in case of national panic there might be even a run on these funds. It is interesting to note that there has been little demand for the cash under this contract of the Sun during the stock market debacle and business depression.

Withdrawal of the two-year endowment was for the same reason, as this was used principally as a means of permitting the company to keep investors' funds at interest. This was done by the insured surrendering his contract after the second year and leaving the cash value at interest.

It is a practice joined in by a number of American companies. Usually the five-year endowment is used for this purpose, surrendering at the end of the first year. It has been found that the

LIFE COMPANY CONVENTIONS

Craig, Wills Address Agents

National Life & Accident Executives Make First Appearance in New Capacities at Chicago Meeting

C. A. Craig, who has just become chairman of the board of the National Life & Accident, and W. R. Wills, who succeeds him as president of that company, made their first appearance before the field force of the company in their new capacities at the conference of the northern territorial division in Chicago Feb. 13-14, at which they were the principal speakers. Mr. Craig and Mr. Wills have been associated in the management of the National Life & Accident ever since its formation in 1902 and before that time in the Tennessee insurance department.

George D. Wright, northern division territorial manager, was in general charge of the Chicago conference. He was paid high tribute by the company officials for the notable record made by his division last year in the face of difficult business conditions and was presented by E. B. Stevenson, Jr., vice-president and head of the ordinary department, with a banner emblematic of ordinary leadership. Mr. Stevenson showed on the screen a series of films depicting the progress of the National Life & Accident in its nearly 30 years of operation and told of the plan for the "pearl" jubilee convention to be held at the home office in January, 1932, in celebration of the company's 30th birthday. Other home office officials in attendance included Vice-Presidents T. Leigh Thompson and E. W. Craig, J. E. Wills, assistant secretary, and C. S. Smith, publicity director.

The northern division managers held an informal business conference in Chicago Feb. 12 and were joined the following day by more than 40 superintendents and agents who had qualified for attendance at the meeting. The second day's session was devoted almost entirely to the presentation of prizes and service pins.

Similar meetings are being held this week at Biloxi, Miss., for agents in the southern division and at Dallas next week for the southwestern division.

Berkshire Life Convention

General agents of the Berkshire Life held a three-day meeting, being welcomed by President Rhodes. All of the company's agencies were represented. At the president's dinner the first evening, addresses were given by Harvey Weeks, Central Hanover Trust Company, New York, and John Marshall Holcombe, Jr., Life Insurance Sales Research Bureau, Hartford. H. L. Amber, new vice-president and director of agencies, outlined the five-year plan of agency development and expansion. This plan, including an agency extension of personnel, was unanimously approved by field men and will be started at once.

amount of cash value at the end of the first year on the single premium five-year endowment is practically the same as the amount originally invested, so that this offers a high type of investment, permitting the leaving of money at a guaranteed rate of interest and at an actual yield of around 5 percent, immune from necessity to reinvest and yet always on call by the insured. This is a very liquid form of investment.

It is not known to what extent American companies have sold short term endowments on this basis, but it is possible that they have a large amount invested in this way and may strike a reaction similar to that against which the Sun Life is protecting itself.

Metropolitan Agents Gather

North Carolina and Virginia Representatives Confer With Home Office Men in Greensboro

More than 100 representatives of the Metropolitan Life in North Carolina and Virginia were greeted by home office men at a meeting in Greensboro, N. C., last week.

G. M. Rucker, Charlotte, president North Carolina Managers Association, was in the chair. The principal speaker was R. R. Lawrence, New York, superintendent of agencies in the south. E. A. Warren, Wilmington, of the state insurance department, commented on the soundness of the insurance business. Other speakers were H. P. Brown, Charlotte, group supervisor; C. W. Harvell, Camden; W. F. McGarrity, New York, supervisor of the southern territory, and E. H. Mears, Richmond, president of the Virginia Managers Association. A. P. Mulligan, manager Greensboro district, made arrangements for the meeting.

A golf tournament was the chief entertainment feature with B. P. Magruder, Richmond, winning the first place and trophy.

Connecticut Mutual Men Hold Meeting in Florida

Ten year development plans were the theme of the general agents' meeting of the Connecticut Mutual at Hollywood-by-the-Sea, Fla., with home office officials. The conference lasted four days and was presided over by H. M. Holderness, vice-president in charge of agency affairs. President Loomis reviewed the company's progress and discussed public attitude toward life insurance.

"I should like to characterize the years 1928 and 1929 as periods within which the public, people generally, were seeking unearned profits, reaching for enhancements—and the year 1930 as the year in which they lost most of their assets and were seeking for security," he said.

P. M. Fraser, vice-president, discussed the situation in the sales and management fields. He said the Connecticut Mutual is vitally interested in modern merchandising methods. The company has made liberal changes in general agency contracts. Secretaries J. H. Greene and H. H. Steiner led discussions.

President Loomis spoke at the president's dinner. L. D. Fowler, general agent at Fort Wayne, Ind., was announced winner of the president's trophy for outstanding organization work in 1930.

Problems of agency management were discussed the second day, led by E. C. Sparver, assistant superintendent of agencies. Conservation was covered by L. R. Martin, assistant secretary. Agency expenses were discussed by F. O. Lyter, assistant superintendent of agencies.

The third day's session opened with analysis and discussion of recruiting by Messrs. Sparver and Lyter, followed by a sales demonstration on "Selling the Job." The remainder of the day was given over to a discussion of the company's educational and training plans led by T. M. Stokes, educational director.

Further training plans for quality selling were discussed by Mr. Sparver, with especial emphasis on business insurance. The general agents then divided into six groups for seminar discussion.

The staff of the Dayton, O., district office of the Western & Southern Life will hold a banquet Feb. 21. C. F. Williams, president, will be the guest speaker.

Gov. Cross Praises Plan of Special Insurance Period

CONNECTICUT IDEA UNIQUE

Newspapers from March 16 to April 11 Will Point Out Value, Uses of Protection

From March 16 until April 11, the citizens of Connecticut are to be educated in the value and uses of insurance through the columns of at least 15 daily newspapers in cooperation with organized agents and companies. The campaign has been endorsed by Governor Cross, former dean emeritus of the Yale graduate school and editor of the Yale "Review." Governor Cross issued a statement in which he paid tribute to insurance as a useful economic device and as a modern institution of thrift and providence.

"For more than a century," Governor Cross stated, "insurance has played a dual role in benefiting the citizenry of Connecticut. It has provided us a great business and at the same time has furnished us many advantages as patrons of this useful economic device."

Connecticut's Appreciation

"Connecticut business men and home owners were among the first in the United States to arrange through insurance for the preservation of their property values from loss by fire. Connecticut husbands and fathers were among the first to protect their families with life insurance. Connecticut citizens were the first to avail themselves of insurance against loss by accidents."

"Yankee ingenuity, so famous along mechanical lines, has not overlooked its insurance opportunities. Many of the forms of insurance which are used throughout the United States today originated in Connecticut and many of the useful features which have been added to the different life, fire, and casualty policies were creations of Connecticut underwriters."

"It is fitting, therefore, that the people of Connecticut should give special attention to insurance from March 16 to April 11, and as governor of the state I approve this effort to emphasize the large importance to our people of this modern institution of thrift and providence."

Illinois Life's Record

The Illinois Life shows in its new statement \$40,232,611 capital and surplus \$5,545,764. The Illinois Life has grown to real proportions. Its home office at 1212 Lake Shore Drive is one of the beautiful business buildings of Chicago and is a credit to the dignified neighborhood in which it is located.

Hold Annual Meeting in July

The standing committee of the Association of Agents of the Northwestern Mutual Life met in Milwaukee this week to make plans for the annual meeting of the association, which will be held in Milwaukee in July.

Includes Only Four Papers in the Index

The Industrial Arts Index, which is a recognized business service of national scope and is used in all business libraries, now includes but four papers, "Insurance Field," THE NATIONAL UNDERWRITER, "Spectator" and the "Weekly Underwriter." Both the fire and life editions of the "Insurance Field" and THE NATIONAL UNDERWRITER are indexed.

New General Agent



H. G. SWANSON

The New England Mutual has opened a fourth general agency in Chicago, and appointed H. G. Swanson as general agent, effective March 1. Offices are in the Board of Trade building.

Mr. Swanson is well-known to the Chicago insurance fraternity. He was born there 37 years ago, and all his experience has been in the city. He entered insurance with the Equitable of New York. The next two years he was with the State Mutual, in the second year being one of the personal production leaders in Chicago territory. His work attracted the attention of Bokum & Dingle, general agents Massachusetts Mutual, and he became agency supervisor, remaining four years.

In October, 1928, Mr. Swanson joined the Chicago agency of the Penn Mutual under A. E. Patterson, where he organized and directed a new unit, which at the end of its first year had 15 men and had paid for \$2,400,000. In January, 1929, he was appointed supervisor of the Patterson agency, having jurisdiction over the Chicago staff and also the divisions at Springfield and Ke-wanawee, Ill.

Mr. Swanson in January, 1930, was placed in temporary charge of the whole agency during Mr. Patterson's absence, and managed a campaign which resulted in 391 applications for over \$3,000,000 written business, and a paid business 37 percent greater than in January, 1929.

The other three general agents of the New England Mutual in Chicago are E. C. Fowler, J. H. Meyer, and E. B. Thurman.

F. E. Cann, Vice-President Pilot Life, Ends Life

GREENSBORO, N. C., Feb. 19.—F. E. Cann, vice-president of the Pilot Life, ended his life here Wednesday. Mr. Cann was originally with the Pilot Life but transferred to the Jefferson Standard, where he remained as an official until recently, when the Jefferson Standard acquired control of the Pilot. At that time Mr. Cann was assigned his position in the Pilot.

Norris With Security Mutual

R. M. Norris has taken the general agency for the Security Mutual Life of Binghamton, with offices at 701 Nineteen Hundred Euclid building, at Cleveland. He was formerly supervisor for the Manufacturers Life and is active in association work.

Chicago Association Limits Use of Part-Time Agents

ADOPTS STRONG RESOLUTION

General Agents, Managers and Membership Approve Step to Purge Ranks of Parasites

The Chicago Association of Life Underwriters has taken the part-timer situation squarely in hand with adoption of a resolution which also has been approved by the general agents and managers division, frowning on solicitors who do not make life insurance their sole business.

The resolution, prepared after a long survey by a committee composed of C. B. Stumes of Stumes & Loeb, Penn Mutual; George Hoffman, Guardian Life, and Samuel Heifetz, Mutual of New York, sets forth as a standing policy of the association and its members that a part-time contract should be confined to those who desire to supplement their present income and are willing to take the necessary training to fit themselves to solicit creditably and ultimately prepare themselves for full-time life insurance work.

mately prepare themselves for full-time life insurance work.

The provision is that if a part-timer has not qualified as a full-time agent within 12 months from the date of the original contract, his contract is to be canceled and not renewed. A further stipulation is that commission should not be paid to part-timers for policies on their own lives or those of relatives or business associates until three cases have been paid for on acceptable business not derived from these sources.

The committee was unanimous in the opinion that there should be no circularizing by agencies, nor solicitation by letter or advertising for part-time agents.

The resolution was read by President H. T. Wright of the Chicago association at its February meeting Tuesday and was approved by the membership.

R. J. Wiese, general agent State Mutual of Worcester in Chicago, was appointed chairman of the better business practice committee by directors. Mr. Wright announced. Mr. Wiese succeeds E. B. Thurman, general agent New England Mutual.

He is one of the younger and more aggressive Chicago managers and is well qualified to carry on the war against twisting, rebating and other unethical practices.

Hull Reports Optimism Is General Throughout Nation

GIVES RESULT OF LONG TOUR

National Association Director Speaks at Chicago on Last Leg of Long Trip

Roger B. Hull, managing director of the National Association of Life Underwriters, is taking back to national headquarters, as a result of his great swing around the country on a speaking tour before life associations, a note of real optimism in spite of the 10 percent production decrease reported by the Association of Life Insurance Presidents for January.

Mr. Hull addressed the Chicago Association of Life Underwriters Tuesday, giving parts of his fine talk on "The Life Underwriter as a Social Engineer." He wound up with a brief review of and comment on conditions as he saw them in the south and west.

He commented on the fine work done by California agents securing withdrawal of the Bank of America from direct solicitation of life insurance.

VETERAN AGENT CELEBRATES LONG COMPANY CONNECTION



Royal Union Life Building
Cor. Seventh and Grand Ave.
Des Moines, Iowa

For a third of a century John W. A. Staudt of Canton, Ohio, has devoted his entire time to the sale of Royal Union policies.

Mr. Staudt is still just as enthusiastic about his business and the Royal Union as he was on that memorable day—February 22, 1898 — when he assumed his duties as Royal Union State Manager for Ohio.

We are pleased to pay public tribute to the long, honorable and serviceable career of this outstanding Royal Union agency executive.

Today the Royal Union presents the same great opportunities to men of the sterling type of J. W. A. Staudt who are looking for permanent and profitable agency connections.

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA
A. C. TUCKER, President

NEWS OF THE COMPANIES

Reports Interesting Facts

President Huntington of the Connecticut General Calls Attention to the Suicide Mortality

President Huntington of the Connecticut General Life in his annual report brings out the fact that one of the outstanding features of the year was the unusual number of suicides among holders of large policies. A comparison of the last three years shows that in 1928 the company paid 21 suicide losses totaling \$426,590; in 1929, 44 amounting to \$468,512, and in 1930, 45 amounting to \$1,289,555. The group department showed nine suicides in 1928, 16 in 1929 and 30 in 1930. Last year President Huntington states there was an unusual number of deaths accredited to accidental causes some of which may have been suicidal. In the ordinary department the accidental death claims amounted to \$648,271 in 1928, \$826,213 in 1929, and \$1,251,041 in 1930. In 1930 automobiles accounted for 37 of the 100 accident claims. Last year there was

an increase in the number of claims for total and permanent disability. There was paid to life policyholders last year \$17,200,680.

Agents Attend Mardi Gras

Jefferson Standard Life's \$150,000 Club Holds Annual Meeting in New Orleans

Over 100 Jefferson Standard Life agents were in New Orleans this week enjoying the Mardi Gras as guests of the company in the annual meeting of the \$150,000 club. Officers of the company were also present and a number of officers and agents were accompanied by their wives.

The Jefferson Standard Life had a float in the parade in which the seven leading producers of paid business in 1930 took the part of seven national figures present at the signing of the Declaration of Independence. This was calling attention to the slogan of the company that a Jefferson policy is a declaration of independence for the family. W. L.

Brooks, Charlotte, was the leading producer in 1930 with \$1,003,000 in paid business. Others in order were A. H. Diaz, New Orleans, with 429,100; J. V. Barringer, Albemarle, with \$419,800; E. G. Krupnick, Baltimore, with \$333,100; E. S. Reeves, Ashland, Ky., with \$288,300; J. T. O'Brien, Camden, with \$271,400, and R. C. Ruark, Wilmington, N. C., with \$258,800.

Educational meetings of the club were held with talks from Julian Price, president; C. W. Gold, vice-president and treasurer; W. T. O'Donohue, vice-president and secretary; A. R. Perkins, agency manager; A. L. Brooks, general counsel; H. G. Mitchell, promotion manager, and others.

Abraham Lincoln Deal Sealed

Reinsurance of Springfield Life Approved by Illinois Department—\$90,000,000 Company Results

The reinsurance of the Springfield Life by the Abraham Lincoln Life has now been completed, the approval of the Illinois department having been obtained, the policyholders of the Springfield Life having endorsed the arrangement, and the stockholders of the Abraham Lincoln having expressed approval.

The new company will operate under the title of the Abraham Lincoln and its home office will be in the building owned by the Springfield Life.

H. B. Hill continues as president of the Abraham Lincoln while A. L. Hereford, president of the Springfield Life, becomes chairman of the board of the Abraham Lincoln. Mr. Hereford also holds the title of vice-president. Other officers are James Fairlie, first vice-president; F. M. Feffer, vice-president and agency director; C. J. Reifer, vice-president; L. M. Dixon, treasurer; William Schmidt, vice-president; C. L. Simmons, vice-president; Dr. J. R. Neal, secretary and medical director. The board of directors consists of Mr. Hill, Fairlie, Dr. Neal, Mr. Hereford and Mr. Feffer.

The combined company will have more than \$90,000,000 of insurance in force, more than \$12,500,000 of assets and more than \$500,000 of surplus for policyholders.

West Coast Life Figures Show Gratifying Results

The West Coast Life reports new business \$31,590,809, increase 9.2 percent which is highly encouraging. In 1928 it wrote \$26,249,010. It has insurance in force \$133,035,399, increase \$8,686,449. The assets are \$20,544,291, premiums \$4,637,355, increase \$294,141, total income \$5,942,460, increase \$322,016. It paid policyholders last year \$2,554,884.

National Guardian Life Shows Substantial Gains

President G. A. Boissard of the National Guardian Life of Madison, Wis., presents its annual statement showing assets \$7,152,287, gain \$801,186. Its capital is \$100,000 and its surplus \$499,273, gain \$65,178. Notwithstanding the business depression last year the National Guardian made splendid gains. It has had to foreclose on 48 farms, all located in Wisconsin. Last year it paid out \$223,006 on surrenders, \$90,000 more than the year before. This reflects the general business condition. There is an increase of 26 percent in policy loans. There was an increase of 8.5 percent in dividends paid policyholders. The total paid policyholders for all purposes was \$632,450. It now has more than \$48,000,000 of insurance in force.

Enjoin Use of Proxies in Home Guardian's Election

LINCOLN, NEB., Feb. 19.—Directors of the Home Guardian Life of Lincoln obtained a temporary injunction against Rose I. Haist, former secretary-treasurer; H. O. Huston, former superintendent of agents, and W. W. Greunig, a field man, to prevent them from voting at the annual election this week 1,068 proxies that they are alleged to have secured by deceptive methods. The petition charges that Miss Haist used office stationery to solicit proxies in such a way as to indicate that they were being asked by the officers. It is alleged that she conspired with Huston and Greunig to have them executed so that the three could use them to oust the present management and put themselves in control.

Miss Haist and Huston are said to have admitted this was their plan. Both were asked to resign and did so. The directors secured revocation of enough proxies to retain control and all were reelected.

Register Life's Good Record

The Register Life of Davenport reports the largest January production of paid for business in 42 years. The business was well distributed over the mid-

1906 - 1930

The Midland Mutual Life Insurance Company

COLUMBUS, OHIO

FINANCIAL CONDITION—DECEMBER 31, 1930

ASSETS		LIABILITIES	
Real Estate	\$ 173,417.14	Net Premium Reserve.....	\$16,222,259.00
Mortgage Loans	13,486,303.73	Policyholders' Funds	1,165,609.11
Collateral Loans	38,000.00	Policy Claims	116,427.20
Policy Loans	3,148,807.45	Policyholders' Dividends Due	33,434.25
Premium Notes	141,201.14	Held for Future Apportionment and Payment of Policyholders' Dividends	695,166.88
Bonds	2,209,794.02	Reserve for Taxes	44,951.90
Cash in Office	1,612.88	All Other Liabilities	102,070.92
Cash in Bank	29,954.98	Special Contingency Surplus..\$	361,915.74
Accrued Interest	261,639.37	Capital Stock ..	300,000.00
Net Deferred and Unreported Premiums	407,958.47	Unassigned Funds	802,122.00
Other Assets	67,951.42		
Gross Assets	\$19,966,640.60	Surplus to Policyholders ..\$1,464,037.74—	1,464,037.74
Non-Admitted Assets	122,683.60		
Total Admitted Assets....	\$19,843,957.00	Total	\$19,843,957.00

Insurance in Force (Paid-for Basis) \$111,634,748.00

- Has paid policyholders and beneficiaries \$13,861,355.01.
- Has furnished complete service to policyholders.
- Has established a reputation for integrity and fair dealing.
- Has set aside as policy reserves \$16,222,259.00.
- Issues all forms of participating policies with disability and accidental death benefits.
- Offers a policy for every human problem which life insurance can solve.
- Offers a "Retirement Annuity" which will enable you to retire at age 60 or 65 with a monthly income for life.
- Offers a "Life Income Endowment" which will furnish you protection to age 60 or 65, and will provide you with a life income thereafter.
- Offers a "Family Income" policy which will provide a monthly income equal to 1 percent of the face amount for the wife and children until the children are grown and leave the principal sum intact for the support of the wife thereafter.
- Its slogan—"Its Performances Exceed Its Promises."

dle western territory in which the company operates.

A. E. Littig, secretary, states that the company's new fundamental sales plan, put into operation in 1930, is accountable for the record January production.

Great Southern in Illinois

The Great Southern Life of Houston, Tex., will shortly organize in Illinois. Vice-president F. W. Griffin, who is the manager of agencies, will shortly visit the state with Dr. J. E. Daniel, the chief medical director. The Great Southern Life will appoint agency supervisors to handle certain districts or portions of the state under the home office agency department. It is one of the large companies of the south.

Indiana Equitable Under Way

The Indiana Equitable Life of Indianapolis has been reorganized and L. A. Sanders is now president and agency manager. Mr. Sanders was formerly Ohio and Indiana supervisor for the Springfield Life and previous to that an agent for 17 years. The Indiana Equitable is on a legal reserve basis and is writing the major forms of policies. It began writing business this year and is operating in Indiana. The stock is owned by a holding company, the Equitable Mortgage & Investment Company with a capital of \$200,000. Most of its district agents have stock in the holding company.

Associated with Mr. Sanders are H. C. Davitt, chairman of the board; C. K. Meloy, vice-president; C. F. Sullivan, vice-president; F. E. Wertz, vice-president and assistant agency manager; W. H. Monks, vice-president; H. H. Monks, secretary-treasurer and general manager; A. M. Mootz, assistant secretary and treasurer; H. C. Marvin, consulting actuary, and Dr. B. G. Kenney, medical director.

All-American Life Licensed

The All-American Life of Amarillo, Tex., has now started in business. C. W. Furr is chairman of the board. Neal Ainsworth is president. A. R. Colvin is executive vice-president and agency director. Mr. Colvin is from Illinois, where he built up an excellent reputation as a business organizer. The board of directors includes men of high repute in Amarillo and its section of Texas.

Will Observe Silver Anniversary

The Lamar Life will celebrate its silver anniversary April 6, according to announcement by C. W. Welty, who was recently elected president to succeed H. S. Weston, now chairman of the board. The company now operates in six states.

Dickmann Heads Merged Company

J. F. Dickmann has been elected president of the enlarged First National Life of St. Louis, which now has about \$22,000,000 of insurance in force through its merger with the Universal Life of St. Louis. The name of the First National was retained but the company will operate under the charter of the Universal Life, which was licensed in Missouri and Illinois.

Other officers elected are: J. H. Moore, H. S. Rolwing and A. A. Thornton, vice-presidents; Dr. C. A. Litsch, secretary-treasurer, and H. W. Shafer, assistant secretary. Messrs. Rolwing and Shafer were formerly officials of the Universal.

Public Life Seeks License

A hearing probably will be held within the next week on the application of the Public Life of Minneapolis for a license in Minnesota. This company has been incorporated by M. V. Roscoe, R. S. Andres and L. J. Byrnes of Minneapolis.

Mr. Roscoe has been active in insur-

ance lines for several years and has been identified with various promotion projects. The other incorporators have not been active in insurance work in that state.

Union National, Florida

The Union National of St. Petersburg, Fla., is getting under way again after being rather dormant for about a year. E. F. Masterson has been appointed superintendent of agents and has opened an office in Tampa. Plans are under way to open branches in other cities. The company is writing accident and health, group and industrial.

E. C. Hawes Succeeds Father

E. C. Hawes, who has for a number of years been an active agent of the Mutual Benefit Life at Chicago, will succeed his father, Dr. C. T. Hawes, who recently resigned as general agent for the Mutual Benefit at Bangor, Me., on account of ill health. E. C. Hawes is a native of Bangor and was graduated from Bowdoin college in 1916. He joined the Mutual Benefit in 1925 after several years in war service and the steel business. Since joining the company he has been a consistent producer in the A. A. Drew agency at Chicago and frequently on the honor roll.

Varde Gets High Honor From Lincoln National

C. M. Varde of the E. J. Brand & Co. agency of the Lincoln National Life of Chicago has been adjudged the most valuable producer of his company for the year 1930, according to Vice-President Shepard.

As has been the custom in the past, Mr. Varde's name will be carved in the Indiana limestone which comprises the south wall of the lobby in the home office building in Fort Wayne, in the place reserved for those who gain this signal honor during the second 20 years of the company's history. The title, "Most Valuable Agent of the Lincoln National," was won by Mr. Varde not only on volume of production alone, but on persistency of business written as well. It is an established fact that the true measure of a life underwriter is determined by both quality and quantity of business. Mr. Varde, during 1930, turned in an excellent record in each of these divisions. His business renews almost 100 percent. Month after month his name appears at the top of his company's persistency list with a 0.0 lapse rate.

As a further recognition of his work

for 1930, Mr. Varde and the members of the E. J. Brand & Company agency were guests of honor at a dinner given by Vice-President Walter T. Shepard and Superintendent of Agencies A. A. McFall.

R. A. Craighead in Charge of All-States Life Agents

MONTGOMERY, ALA., Feb. 19.—R. A. Craighead, has been appointed superintendent of agents by the All-States Life. Mr. Craighead has been general agent at Tuscaloosa, Ala., handling the greatest part of west Alabama.

Mr. Craighead has made an enviable record with the All-States, producing over two millions of ordinary business through agents of his appointment during 1930. He was formerly an agency officer of the Pan-American in Alabama, and for a number of years conducted one of the largest general agencies of the Protective Life in west Alabama.

C. H. Baker, field superintendent at Montgomery has been made inspector of agents.

Mr. Craighead already has begun the organization of Georgia, and the All-States is planning to enter Florida, Virginia, Pennsylvania and Louisiana soon.



THE FIRST FIFTY YEARS ARE THE HARDEST

At the beginning of 1930 we set as our
FIFTIETH ANNIVERSARY OBJECTIVE

\$60,000,000 Examined Business
\$50,000,000 Paid-for Business

Needless to say our objective was reached which means that in 1930 The MINNESOTA MUTUAL produced 120% as much business as in 1929.

We have ended the year with \$208,000,000 insurance in force which will in all probability make this Company one of the leaders in per cent of growth for the year.

We anticipate increases in 1931 unprecedented in the history of the Company.

Our Sales Plans are working better than ever. May we tell you about them NOW?

The Minnesota Mutual Life Insurance Company
St. Paul, Minnesota

Great Southern Life Insurance Company

HOUSTON, TEXAS

This company desires to strengthen its agency organization in Kansas and Missouri. This company also contemplates entering Illinois and Kentucky. Responsible, reliable and experienced men needed to act as Supervisors. If interested wire or write

Great Southern Life Insurance Company

HOUSTON, TEXAS

THE ALERT JAPANESE

American Home Offices during the last three or four years have welcomed staff officers of Japanese Home Offices, who have come to us, the world's most successful distributors of life insurance, to learn our methods. They overlook no part of our organizations. They question acutely. They carry away samples of records, policy contracts, advertising literature. They go deeply into the organization of Home Office departments and into the government of Agency departments and Agencies. They know that here life insurance is progressive, and that the American people, to a far greater extent than any other, make use of this branch of financial science to stabilize conditions affecting individual, domestic, and business welfare.

The Penn Mutual has been happy to share in this international courtesy by entertaining at its Home Office several of these gentlemen, and by affording them as deep an insight as possible into our systems and methods.

WM. A. LAW, President
Wm. H. Kingsley, Vice-Pres. Hugh D. Hart, Vice-Pres.
J. V. E. Westfall, Vice-Pres.

THE PENN MUTUAL LIFE INSURANCE CO.
PHILADELPHIA

Founded 1847

Independence Square

Coupons Decided Free from Levy

(CONTINUED FROM PAGE 3)

reduce the number of premium payments; (4) be left with the company to accumulate at interest at 3½ percent.

"The policy also provides that if the coupons are permitted to remain with the company and accumulate they may be withdrawn at any time and in the event of death will be added to the principal sum payable under the policy. If the coupons are allowed to accumulate in accordance with either option (3) or (4), the policy becomes paid up at the end of 25 years and no further premium payments are required.

Views of Tax Board

"After an exhaustive discussion of the principles of insurance relative to reserves and the cases bearing thereon, the tax board held as follows: 'We think, however, that the theory that the amount of the premium covered by the premium reduction coupon is simply a deposit of money with the insurance company is not the correct theory in the case. The policyholder has numerous options with respect to the amount represented by the premium reduction coupon.

"The insurance company is bound to hold an amount in reserve to meet all its obligations under the policy. We think that in truth and in fact there can be no valid distinction between the amount reserved by the insurance company to meet its liability in respect of the particular premium represented by the premium reduction coupon and the balance of the premium. It is the unqualified testimony of the actuary of the Pennsylvania insurance department that the amount held by the petitioner to meet its liability in respect to the surrendered coupons, together with interest thereon, is a part of the reserve funds of the insurance company required by the laws of the commonwealth of Pennsylvania. The amount thus reserved is, in our opinion, a part of the 'reserve funds' of the life insurance company within the meaning of Section 245 (2) (2) of the Revenue Acts of 1921 and 1924."

Sustains Lower Body

"These excerpts outline in short form the question involved and after full argument and subsequent study of briefs and record, we find ourselves in accord with the conclusion reached by the tax board.

"These coupon policies are in substance and in obligation the common form of life policies made more attractive to intended insurers, in that the substitution of a coupon for the ordinary yearly statement of accretions to the policy, whether the company chose to issue a coupon or gave a statement of amount, in no way lessened the obligation to ultimately and in some way pay such amount as part of the policy or keep in reserve a proper sum to ensure such payment."

Monthly Payment Plan Is Useful

(CONTINUED FROM PAGE 3)

allotment plans in offices other than the Travelers. The loading was reduced under this plan to one-third of the quarterly premium. Finally the Travelers adopted the monthly premium on its regular policies.

Expense in Collecting Premium

The expense of collecting the premium 12 times a year compared with collecting it once a year is too great unless a \$10 minimum premium or monthly collection of 40 cents is provided, Mr. Booth declared.

The speaker reported that during one six months period in the Travelers, 42 percent of its business was paid on an annual basis; 16 on a semi-annual; 25 percent quarterly and 17 percent

monthly. The figures were for issues during that period. The average size policy on the annual plan of the Travelers is \$7,750; on the semi-annual, \$5,000; on the quarterly, \$5,800, and on the monthly \$9,500.

There is a danger in the monthly plan that unseasoned agents will sell a man too much insurance. The monthly payments can be made to appear small before the actual payment begins and the assured can be tempted to buy too much.

Comment by T. L. Anderson

T. Loyal Anderson, assistant secretary Federal Life, told something of the operations of the monthly premium plan in his office in connection with newspaper policies. The overhead is substantially greater, he said, but the low acquisition cost offsets that disadvantage. He reported that the Federal Life has 70,000 policies on the monthly plan and the lapse ratio over a two year period has been 35 percent. The largest lapse has been on the first renewal, which was 12 percent. The second month it has been 3.4 percent; third, 2.9; fourth, 1.8, and fifth, 1.7. He said he was surprised at the persistency of the business.

The March meeting of the Chicago Actuarial Club is to be held March 17 and is to be devoted to a discussion of quarterly or monthly statements or surplus estimates. The April meeting is to be held April 21 and the May meeting May 19.

Increasing Mortality and Tendency Toward Suicide

(CONTINUED FROM PAGE 3)

Dr. Dingman offers these and a further idea as a starting point for discussion. He proposes that it might well be practical and profitable for companies to cooperate in opening joint medical offices in large centers with all facilities for the thorough examinations which he suggests.

Some Interesting Facts Presented in a Paper

In a highly interesting paper read before the Association of Life Insurance Presidents last December Dr. Dingman pointed out that of the 57,000,000 policyholders in this country in a ten month period in 1930 there were 8,517 who committed suicide, or 1,643 more than in 1929. The increase was greater among large policyholders; in the "ordinary" class it was 30 per 100,000, and among industrial policyholders, 10 per 100,000.

Last year, Dr. Dingman when he was in New York consulted with officials

CALENDARS



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The National Underwriter
A-1946 Insurance Exchange
Chicago

of the Mental Hygiene Association. Dr. George K. Pratt of that group made the assertion that at least 25 percent of suicides are "postponable." He stated that the only fundamental way to solve the problem is to start a survey of mental disorders among children.

He explained that there are at least two types of persons who kill themselves, those who are morally weak or psychopathic cases and have not the courage to face economic or other terrors which loom larger than death, and those who have the courage to weigh the costs and commit the act deliberately. In this latter class is the modern business man who "sells" his debts to the companies.

Dr. Karl Menninger, author of a widely read book "The Human Mind," and head of a Kansas sanitarium, has contributed much to thought on the subject, and recently spoke in Chicago on "Psycho-analysis of Suicide."

Dr. Dingman makes the point that even on a conservative estimate some 15 percent of suicides are postponable. It may be that a business man in financial difficulties will buy a great deal of life insurance with the thought only half formed that if everything else fails he can assure comfortable circumstances for his family by that method. But if the immediate need passes he may never again have to contemplate self-destruction.

On the other hand, Dr. Dingman says, extension of the suicide clause to three or five years would not necessarily do away with this type of claim, for the policyholder may run up against a financial stone again after the longer exclusion period has expired.

Because of definite limitations in laws of many states, sentimental reasons and regard for the third-party rights of beneficiaries, it appears impossible for companies to deny liability for suicide whenever committed. The present thought is that a period of several years in which the claim would be voided serves to give persons who buy life insurance in contemplation of suicide time to change their minds because of changed financial or other conditions.

Psycho-Analysis Might Be Usefully Employed

Dr. Dingman believes that persons capable of suicide could be scientifically "typed" through psycho-analysis. Numerically, the large number of such cases is among persons of neurotic tendencies. While such a test would not determine definitely the individuals who would do this, it would select those capable of it, and thus the companies could eliminate this class in selecting business.

It is admitted however that this test might not be entirely successful in eliminating the jumbo losses which complicate the problem at the moment. However, Dr. Dingman believes psycho-analysis would disclose that many successful men have risen not so much through well ordered nerves and mental processes as through particular ability in one line, and they also in a large degree would respond to the mental tests which he proposes. He believes the companies fairly could demand of large applicants the more thorough examination, although it probably would not be practical for a long time to examine applicants for smaller policies in this way.

Action of the Penn Mutual of Philadelphia Jan. 1 in increasing the suicide clause to two years apparently is the first step this year by any company to meet the situation. It is problematical, however, in the opinion of Dr. Dingman, whether the two-year clause is adequate protection. There have been many cases in which policyholders have waited one and two years after taking life insurance until the end of the exemption period before doing away with themselves.

The thought remains, however, that living problems are not solved quickly, and that an exclusion period, however long, would be effective only to a degree.

Franklin Life Announces New General Agencies

U. E. Cross, formerly supervisor of the Franklin Life at Memphis, has taken a general agency contract for a dozen Texas counties, with headquarters at Abilene. Jenkins & Boyle have opened an office at Memphis which will be under the direction of J. T. Jenkins.

M. A. Sandifer has been appointed general agent in Georgia for a number of counties.

Clem Purvis, who worked in Birmingham, Ala., as an agent, has been appointed general agent in Brunswick, Ga.

Karl R. Eaton has been appointed general agent at St. Louis. He will have three counties.

Reinsurance Life Deal Complete

Final payments were made this week by the Security Life of Chicago to the stockholders of the Reinsurance Life of Chicago making a total distribution of more than \$1,375,000 since August 16, 1930, when the merger was affected, according to the announcement of a spokesman for the Security. This re-

sulted in each stockholder receiving \$137.50 per share, the spokesman stated, which had a par value of \$50. The Reinsurance Life is maintained as a separate division of the Security.

Two General Agency Openings

The Home Life of New York has two attractive general agency openings which undoubtedly will soon be filled. At Detroit its veteran general agent, William Van Sickle, recently retired. At Minneapolis, Agency Manager J. S. Murphy resigned to go with the Clay Hamlin Mutual Benefit Life agency at Buffalo.

BOARD of DIRECTORS

MODIE J. SPIEGEL, Chairman

Chairman of the Board, Spiegel-May-Stern & Co., one of the three largest mail order houses in the world; Vice-President Gatzert & Company, Investment Bankers.

ROBERT E. WILSEY,

President R. E. Wilsey & Co., Investment Bankers, offices in all principal cities; Vice-President and Director Railroad Shares Corporation, Investment Trust; Vice-President and Director Seaboard Utilities Company, Investment Trust.

C. J. DRIEVER, President

Cochran & McCluer, Mortgage Bankers; Vice-President Chicago Mortgage Bankers Association.

FRED W. BAILEY, Vice-President

Old Republic Life Insurance Company.

H. D. FOSTER, Vice-President

Old Republic Life Insurance Company.

C. H. BOYER, Eastern Manager,

Old Republic Life Insurance Company.

CLINTON W. HOWE,

President Old Republic Life Insurance Company; Vice-President American X-Ray Corporation.

C. W. HOWE, President

FRED W. BAILEY, Vice-President

N. A. NELSON, JR., Secretary

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A Ready Reception

SINCE special arrangements were made providing a Full Family Protection Policy through the Chicago Herald and Examiner the name of the Old Republic Life has become widely known. A ready reception enables our agents to successfully close business.

There's opportunity with the Old Republic Life in the following states:

Illinois	New Jersey
Indiana	Ohio
Minnesota	Oklahoma
Missouri	Pennsylvania

Complete information regarding an agency connection gladly furnished on request to the Home Office.

OLD REPUBLIC LIFE

INSURANCE COMPANY

Home Office: 221 N. La Salle St.
CHICAGO



DESIGNED
for a business need
The Emancipator Plan
Popular with agents and policyholders
The Lincoln National Life Insurance Company
Fort Wayne, Indiana

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The National
Underwriter
when writing
for a free copy
of
"The Lincoln
Life Man."

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager;

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Member Audit Bureau of Circulations

Field Prominently Represented

THE announcement from the NEW YORK LIFE that President DARWIN P. KINGSLEY is to become chairman of the board and thus relieve himself of some of the responsibilities of his office so that he can give more of his time to general affairs and especially to financial matters, as he is chairman of the finance committee, recalls again his great contribution to his own organization and to the business at large. It is pleasing to NEW YORK LIFE men and to others that Vice President THOMAS A. BUCKNER will be president.

The NEW YORK LIFE, with the advent of President KINGSLEY, laid stress on a great agency leader as the executive head of the corporation. Mr. KINGSLEY came up through the agency department as did

Mr. BUCKNER. The NEW YORK LIFE has stressed the importance of the producing end of the business. Mr. KINGSLEY, as head of the organization, never lost sight of the men out on the firing line. He appreciated their problems because he had worked with them. Mr. BUCKNER naturally, as the executive in charge of the agency department, has been in intimate touch with the men carrying the rate book. Therefore, the producers take special pride in the record, broad sympathy and vision of these two men. With the assumption of greater responsibilities they have ever had in mind that the men and women securing the applications should be kept well to the forefront as big factors in the business.

Great Duty to Replace Values

LIFE insurance men will have their hands full during the next two years selling life insurance to replace values that were wiped out entirely during 1930 and the two last months of 1929 on account of the stock market crash and consequent financial and business depression. That might be said to be the chief duty of life insurance men, especially in case of people with property and who own securities. Every person who had investments of this character has written off a considerable amount. The depreciation has been sharp.

Just the other day the president of one of the aggressive western companies stated that his investments had depreciated \$100,000. The western manager of a fire insurance group said that his holdings had depreciated \$200,000. Thus one might go up and down the line

searching out people who had made investments and every one of them have suffered. They are worth not nearly so much today as they were 18 months ago, for example. There have been new lower levels to which values sagged.

Men who sat back with the comfortable feeling that they were worth, for example, \$200,000 during the great bull market may not be worth \$100,000 now. Values now depend on the type of securities held. Even excellent bonds have been subject to depression. Life insurance has not fluctuated one way or the other. Therefore to replace these values which men evidently considered essential, life insurance steps in. It should be the province of the life agent, therefore, to replace as far as can be these lost values to his policyholders and prospects.

Who Are Doing the Business

PRESIDENT GEORGE E. LACKEY of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS estimates that there are 200,000 people selling life insurance in this country. Of this number about 20,000

belong to local associations of life underwriters. He figures that these 20,000 write approximately 90 percent of the life insurance produced in the United States.

PERSONAL SIDE OF BUSINESS

President Alfred MacArthur of the Central Life of Chicago has joined his family at his winter home at Cuernavaca, Mexico, which was the former home of the English ambassador. Mr. MacArthur purchased this place and his family went down early in the season. He will remain there for a month or so. It is several miles away from Mexico City. Accompanying Mr. MacArthur were Secretary S. B. Bradford of the Central Life and Mrs. Bradford.

Luther B. Little, who retired a few years ago as advertising manager and director of publications of the Metropolitan Life, died last week at the age of 71. He was one of the founders of the Insurance Advertising Conference. He was formerly a political writer for the New York "Times" and served as a writer on other papers. After his graduation from Dartmouth he joined the staff of the Chicago "Daily News."

W. A. Doody of Cincinnati, former deputy superintendent of insurance of Ohio, was badly injured in an automobile accident in Columbus last Saturday night.

C. O. Fischer of St. Louis, manager of the Massachusetts Mutual Life and president of the St. Louis Life Underwriters Association, has gone on a month's trip to Scottsdale, Ariz.

C. F. (Shifty) Bolen, general agent Ohio State Life at Columbus, has been chosen athletic director of the Ohio National Guard and will direct athletic activities during the field training encampments at Camp Perry. Mr. Bolen was a football and basketball star while attending Ohio State University and later was athletic coach at Wilmington College.

R. W. Statham, 44, for many years Atlanta general agent of the Jefferson Standard Life, died last week of pneumonia. He started his career with the Jefferson Standard more than 20 years ago and was soon promoted to cashier of the Atlanta office. He was appointed general agent 11 years ago.

Dr. L. A. Crim, 77, a resident for 30 years of Indianapolis and formerly state agent for the National Life of Vermont, died at his home there of a heart attack.

H. F. Tyrrell, legislative counsel for the Northwestern Mutual Life, and Mrs. Tyrrell, left Milwaukee last Friday for Asheville, N. C., where they will spend the next two or three months.

C. C. Clabaugh, superintendent of agents of the Maryland Life, has been elected first vice-president of the City College Alumni Association. City College is one of the prominent Baltimore educational institutions.

N. S. Parker, San Francisco general agent for the Sentinella Life, died last Friday at El Paso, Tex., at the age of 58. Mr. Parker's death was unexpected. He was on his way from San Francisco to Kansas City on a trip to the home office of the Sentinel when he was stricken.

William Rothaermel, superintendent of agents central department Equitable of New York, Chicago, left Feb. 15 for the Pacific Coast. His first stop is San Francisco. He will go on to Los Angeles, Santa Monica and probably take in Tia Juana.

The Penn Mutual announces the appointment of Dr. D. M. Shewbrooks as an assistant medical director. Dr. Shewbrooks graduated from Johns Hopkins medical school in 1915, and immediately

joined the Serbian army as epidemic and district doctor during the typhus epidemic of that year. He next spent a year as interne in the city and county hospital at St. Paul, and in 1917 he was instructor of medicine at the University of Minnesota. His first life insurance contact was as assistant medical director of the Northwestern National Life of Minneapolis. Promoted to major in the regular army during the war, he was transferred to West Point as instructor in military hygiene and sanitation, later serving until the fall of 1919 as assistant to the post surgeon, when he was discharged from the service. On Sept. 1, 1919, Dr. Shewbrooks became assistant medical director of the Lincoln National Life and later was appointed medical director. He served that company for seven years, and in 1926 he was appointed associate medical director of the Acacia Mutual at Washington, D. C. From that position he goes to the Penn Mutual.

R. H. Brown, for several years manager of the accident and health department of the Royal Indemnity, and prior thereto with the Missouri State Life, has joined the staff of the New York Life, in its disability division. He is succeeded in the Royal Indemnity by W. F. White, his former chief aid in the company.

The Frederick Bruckholz agency of the New York Life in Chicago believes that the business that stays is the business that pays. The Bruckholz agency had the lowest lapse ratio for 1930 of any Chicago New York Life branch.

B. K. Elliott, general counsel and manager of the American Life Convention, has been made chairman of the insurance committee of the St. Louis, Mo., chamber of commerce. He is also a member of the chamber's legislation committee.

W. B. Carlile, former Chicago manager of the Mutual Life of New York, has been appointed general development officer of the Chicago Great Western Railroad in Chicago. Mr. Carlile achieved great distinction in the life insurance field as a personal producer and then as a manager. He served as postmaster in Chicago for four years, ending in 1921. He is a native of Lebanon, Ky., and attended school at St. Mary's College in Kentucky.

Vice-President George C. Long of the Phoenix Fire of Hartford group has received strong backing for directorship of the United States Chamber of Commerce. A large number of organizations have endorsed his candidacy and he has the backing of President Lackey of the National Association of Life Underwriters.

Hugh Hart's New Book Is Now Being Sold

Vice-president Hugh D. Hart of the Penn Mutual Life is author of a new book called "The Mature Person." It is copy of an address he gave to the graduating class of the University of Vermont. While it does not treat on life insurance it is very interesting to all thinkers of the day. It tells clearly how maturity differs from length of life, the former being based on experience, knowledge and even more on the quality of being able to make good use of one's understanding. It is being sold by The National Underwriter. Price \$1.

AGENCY CHANGES

Knott Goes to Providence

Has Taken Rhode Island for the Equitable Life of New York

J. Edgar Knott has been appointed agency manager of the Equitable Life of New York at Providence. He takes over all of Rhode Island and Bristol county, Mass., the latter being formerly in the territory of General Agent J. D. E. Jones, who will devote his entire time to the development of the Boston agency. S. H. Smith, former manager at Providence, will become associate manager. Mr. Knott graduated from the University of Pittsburgh in 1908 and three years later entered the Equitable service in that city. He took up organization work in 1925 and in 1929 went to Harrisburg as unit manager. He had 40 agents under contract who last year produced \$3,846,724.

Bennell Pittsburgh Manager

J. M. Dalbey Retires After 45 Years' Service With Mutual Life of New York—Cleveland Man Succeeds Him

James M. Dalbey, for the past 45 years with the Mutual Life of New York, and for 25 years manager of the Pittsburgh office, has announced his retirement. A. H. Bennell, district manager at Youngstown, O., and formerly of Cleveland, succeeds Mr. Dalbey as manager at Pittsburgh.

Mr. Dalbey was honored at a dinner given by the field club of the Pittsburgh office and local associates of Mr. Dalbey, with 85 guests present. During the dinner Mr. Dalbey was presented with a handsome travelling bag by members of the field club. Mr. Bennell was introduced to the field force and gave a brief talk.

Mr. Bennell of Youngstown was the first member of the Cleveland Life Underwriters Association to receive the C. L. U. degree. He joined the agency forces of the Mutual Life in Cleveland in 1922.

Ralph Holt Joins Franklin as Minnesota General Agent

Ralph D. Holt, who was formerly one of the agency supervisors for the Lincoln National and later superintendent of agents for the American Old Line Life of Chicago, has been appointed general agent for the Franklin Life in Minnesota at Minneapolis. C. J. Hedwall and T. S. Leavitt retain their connections with the company. Mr. Holt will have his headquarters in Minneapolis.

Open Life Department

McCrory & Armstrong, one of the largest and most active multiple line general agencies in Jacksonville, Fla., has appointed Jennings Love as manager of the newly established life department. The agency will represent the John Hancock Mutual Life. Plans are under way to make an intensive drive to develop the life end of the business throughout Florida. Mr. Love's family, as well as himself, is prominent in Florida and throughout the south-east. His many contacts are expected to help build this department successfully.

W. W. Barrow

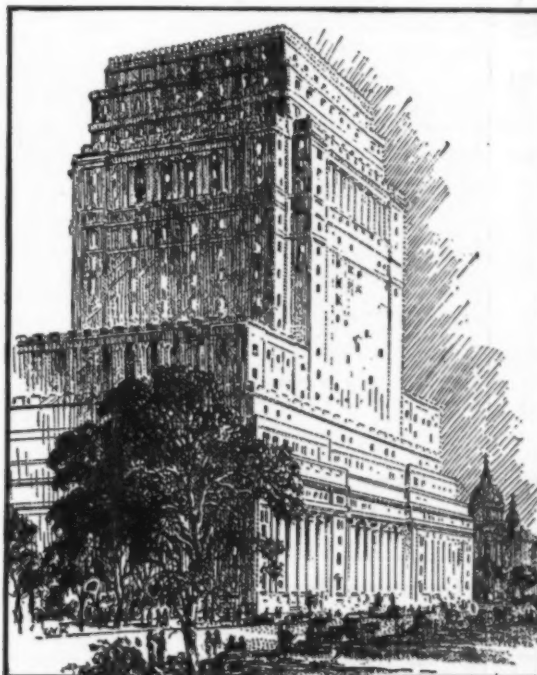
W. W. Barrow, formerly associate general agent at Richmond for the Home Life of New York, is now supervisor for Virginia and the District of

DIAMOND JUBILEE YEAR

1871 - 1931

SIX DECADES — ASSURANCES IN FORCE

1880
\$3,907,000
1890
\$16,759,000
1900
\$57,980,000
1910
\$143,549,000
1920
\$486,641,000
1930
\$2,863,701,000



Head Office Building, Montreal

SIX DECADES — ASSETS

1880
\$473,000
1890
\$2,473,000
1900
\$10,486,000
1910
\$38,164,000
1920
\$114,839,000
1930
\$588,733,000

SIXTY YEARS OF PROGRESS

STATEMENT FOR 1930 & NOTES FROM DIRECTORS' REPORT

NEW ASSURANCES

PAID FOR (net) - \$705,678,000

ASSURANCES IN

FORCE (net) - \$2,863,701,000

TOTAL INCOME

(net) - \$186,662,000

PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES

IN 1930 - \$81,274,000

PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES SINCE ORGANIZATION

\$500,949,000

TOTAL LIABILITIES

\$552,201,000 (including paid up Capital Stock)

SURPLUS AND CONTINGENCY

RESERVE - \$36,532,000

ASSETS, AT DECEMBER

31st, 1930 - \$588,733,000

In a year in which all classes of business have encountered many difficulties, the Company has made gratifying progress. New policies paid for show an increase of \$51,227,652.32, both the ordinary and group departments making substantial gains.

Total assurances in force show an increase of \$462,464,542.58. This gain represents a very high rate of persistency, indicating the high value placed by our policyholders on their contracts with the Company in a period of extreme financial pressure.

The number of policies and group assurance certificates outstanding passed the million mark during the year.

The total net income shows an increase of \$13,804,544.54.

The total payments to policyholders and beneficiaries since organization . . . equal the total assurances in force in the Company's fiftieth year (ten years ago).

The mortality among our policyholders has been highly favourable.

The rate of interest earned on the mean invested assets was 6.44 per cent.

Profits paid to policyholders during the year amounted to \$25,641,231.04.

In a year of almost unprecedented business depression the outstanding quality of the investments has been strikingly shown. The actual cash dividends received on the total common stocks held by the Company were \$969,103.84 in excess of the dividends payable on those identical shares in 1929. . . . Even on the basis of the low prices at the close of the year our common stock holdings show a substantial excess of market value over cost.

Profits to policyholders entitled to participate during the ensuing year will be again allotted on the scale at present in operation.

The special Maturity Dividend is also continued on the basis announced last year.

SUN LIFE ASSURANCE COMPANY OF CANADA

Visual Selling —a reality

Through visual selling Bank Savings Life agents have been able to tell the true story of life insurance — and to tell it convincingly. Impressions through the eye outlive the spoken word. Such salesmanship becomes a well-ordered scientific process.

PROVED IN THE FIELD
BY

Bank Savings Agents

The volume of insurance produced by our agents month in and month out demonstrates the soundness and desirability of "Visual Selling." Why not ask for more complete information about The Bank Savings Life methods and agency helps.

TOOLS to help you SELL

- 1 Pre-Approach Plan
- 2 Canvassing Portfolio
- 3 Illustrated Brief

Write to
GEO. L. GROGAN
Vice-President
In Charge of Agencies

The Bank Savings Life Insurance Company

Topeka

Kansas

Columbia under D. A. Putney, general agent for the Union Mutual Life for that territory. Mr. Barrow was at one time general agent at Richmond for the England Mutual and later associate general agent for the Union Central before joining the Home Life.

C. P. Dickson

C. P. Dickson, state manager for the Kansas City Life in Raleigh, N. C., has resigned. He started with the Mutual Life of New York and later opened South Carolina for the Kansas City Life, having North Carolina added to his managership with two years.

Life Agency Notes

J. Y. Thames has been appointed superintendent by the Prudential at Brad-dock, Pa.

Roy T. Woods, district manager for the Mutual Benefit Life at Derby, Conn., has been transferred to the New Haven office.

The Pilot Life has appointed Reynolds & Reynolds as general agents in Gate City, Va.

M. M. Waddle & Son, home office gen-

eral-agents-of-the Great Republic Life at Los Angeles, have appointed Simon Goldenberg and J. N. Moore as agency supervisors.

C. W. Gutiek of Topeka has been appointed general agent of the Kansas Life of that city in his home town. He is a young man of considerable insurance experience. He went with the Kansas Life last September. He is a graduate of Washburn College of Topeka.

D. D. Fritz, who has had experience in selling accident and health and life insurance as well as other investments, has been appointed general agent in San Francisco for the Montana Life.

Berry, Alley & Merritt, who operated the Merritt Brothers Agency at Long Beach, Cal., have been appointed general agents there for the Montana Life.

F. F. Small, who has been special agent for a fire insurance agency, has returned to life insurance as general agent for the Montana Life in Los Angeles. He had several years experience in life insurance before engaging in fire insurance.

L. M. Bishop has been appointed manager of the Fidelity Mutual Life at Portland, Me., having offices in the Masonic Temple.

R. L. Stevens has been named as vice-president of the Greene & Greene agency, Evansville, Ind., and will be in charge of its life insurance department.

EASTERN STATES ACTIVITIES

Insurance Trust Growth Seen

Complications of Modern Life Will Call for Trusteeships, G. W. Cox Tells Boston Council

Prediction was made by Guy W. Cox, vice-president of the John Hancock, in an address before the Boston Life Insurance Trust Council that there will be an increasing number of cases where insurance trusts will be required instead of the option settlement.

Mr. Cox declared that standard option settlements are adequate except when complicated conditions arise which manifestly require the services of a duly appointed trustee. He pointed out that these trust settlements were left almost entirely to the life companies before 1925 when the idea of the corporation trustee through banks and trust companies became more popular through the sales efforts of those who were offering trusteeships.

Life insurance companies, realizing that they were often called on to make complicated arrangements beyond the real scope of the options, according to Mr. Cox, felt that they should encourage this movement and did so by full co-operation.

Chief Publicity Feature

"The life insurance trust," Mr. Cox declared, "has been one of the chief publicity features of our business."

Mr. Cox estimated that the John Hancock placed \$30,000,000 under life insurance trusts in 1930. He said that the agent should not be adviser except to ask the insured to be sure that he is satisfied with the control he has fixed in the trust over his insurance policy. This is wholly a matter of insurance and concretely relates to his power to change the beneficiary and to obtain a loan in cash value before maturity. There are cases, Mr. Cox said, where the insured has found that inadvertently he has divested himself of this power and even if he has retained the power to revoke the trust, the delay occasioned by this necessity may be unpleasant.

Duff Endorses Life Trusts

W. M. Duff, president Edward A. Woods Company, Pittsburgh general agent Equitable Life of New York, explained in a radio talk over station KDKA why he had placed all his life insurance in a trust fund. He said: "As a life insurance man I have such

confidence in the trust fund idea that I have created an insurance trust under which all my life insurance at my death will be payable to a trust company so that both principal and interest will be used to provide an income for those in whom I am vitally interested.

"I have created this trust fund because I have known so many men and women who in their lifetimes made unusual sacrifices in order to pay premiums on life insurance policies and then after their death, I have seen their greatest hopes fail of realization because of neglect in providing proper means of investment and distribution of the life insurance proceeds."

New Haven Managers Meet

General agents and managers of life companies in New Haven, Conn., held an informal meeting last week and decided on a series of similar gatherings at regular intervals. The 12 men attending decided that no formal organization would be set up and no officers elected, but that the meetings would be staged for the purpose of talking over insurance problems in round-table discussion.

Meetings are to be held the second Monday of each month, the next being scheduled for March 9.

Evening Course at Buffalo

The University of Buffalo has started a course in insurance selling at its evening session to continue for 16 weeks. J. L. Lee, manager Phoenix Mutual at Buffalo, is instructor, with W. B. Sheehan, executive secretary of the Buffalo Life Underwriters Association, as assistant.

Deposit Bill in Maryland

BALTIMORE, Feb. 19.—All domestic companies except industrial life companies would be compelled to deposit \$100,000 in cash with the state treasurer of Maryland as a condition to doing business, under a bill introduced in the legislature.

Would Repeal Law

Effort is being made in Massachusetts to repeal the law forbidding the placing of insurance by an incorporated agency on the life of any stockholder. H. J. Taylor, Massachusetts insurance counsel, declares it is an attempt to break down the insurance rebating law.

A Personnel Director of Selling Men

A NEW YORK City Life Insurance Agency with considerable growth in the past, is embarking on an expansion program which calls for a substantial increase in its full time members during 1931. Its plans require the induction of men of better than average record and incomes from other lines of business.

It invites the attention of life insurance men who feel they can qualify, to the following unusual line of work—an exclusive occupation of attracting men of good calibre to enter the life insurance business—in two divisions:

(1) To initiate the contact, conduct the interviews, convey the conviction that the candidate should make life insurance his career, with due emphasis on eliminating those who do not pass satisfactory selection tests;

(2) To interview as above in (1) after the initial or first two or three interviews with the candidate have been finished by men in production management.

A man BIG ENOUGH for the responsibility can develop into authority of last resort on whether any candidate is admitted into the agency, and must take the final responsibility of success or failure in convincing the type which should be inducted.

We feel that to accomplish the above well, the man doing it must have a record of successful personal production as well as management experience involving the induction of new men. He will not be required to educate, train or supervise men. All of this will be done competently by others. It will be his work—exclusively to INDUCT.

We would be interested to obtain the views of men to whom this opportunity appeals, informing us of past records and results they believe could be obtained.

Address S-81, care The National Underwriter

ADDITIONAL \$\$\$ FOR LIFE INSURANCE AGENTS

Increase your income
by selling the Continental
special—

1—Penny-a-Day Accident Policies.

2—Sentinel Accident and Health Policy (\$15 first annual premium, \$12 thereafter).

General Agent's renewal commissions attractive.

The Continental has a full line of Commercial Accident and Health Policies. Address

JIM G. FERGUSON
Vice-President

CONTINENTAL LIFE INSURANCE CO.

Continental Life Building
St. Louis, Mo.

Assets \$17,000,000.00

ORDER 1932 CALENDARS NOW!
Special 12-sheet rotogravure calendar with a timely insurance picture for every month. Heavy board backs. Get the exclusive franchise for your town. Send 10c for sample of one or life calendar to: The National Underwriter, A-1940 Insurance Exchange, Chicago.

CENTRAL WESTERN STATES

Life Underwriters in Clinic

Chicago Group Headed by Marc A. Law
Studies Actual Estate Pro-
gramming Problems

The conference group method of working out estate problems is being successfully developed by the Estate Clinic of Chicago, until recently known as the Clinic Group of Life Underwriters. It is headed by Marc A. Law, general agent National Life of Vermont. R. A. Cameron of the Prudential was the first president when the group was formed a little over a year ago and J. H. Berryhill, New York Life, the first secretary. C. E. Clinton, Aetna Life, is treasurer. The secretary now is C. H. Van Kirk.

The clinic met Feb. 16 and heard an address by Herbert Brochnow, advertising manager of the First Union Trust & Savings Bank. The clinic uses the case method of analyzing estates, but is differentiated from many other conference groups which work out theoretical estate problems, in that members are called on for actual cases to study. Open discussions are held often in advance of attempts to close life insurance in the cases and estate analyses and sales programs are worked out cooperatively with which to close the business.

In addition to Messrs. Law and Van Kirk, members are: W. R. Dickinson, Equitable of New York; C. E. Clinton, Aetna Life; O. D. Richardson, Berkshire Life; Walter Grosser, Guardian Life; C. C. Whitehill, Minnesota Mutual; D. H. Hamel, assistant secretary First Union Trust; E. H. Schmunk, New York Life; Dr. R. L. Davis, C. L. U.; H. W. Anderson, Equitable of New York; J. P. Denison, State Mutual, and Earl Young, National of Vermont.

Would Codify Indiana Laws

The lower house of the Indiana legislature passed a concurrent resolution providing for the appointment by the governor of a commission of from five to nine members to make an insurance survey in Indiana, to study insurance laws of that and other states with a view of removing ambiguities in present laws. The committee is to submit its recommendations and proposed measure to the 1933 assembly.

The life agency qualification bill before the Indiana legislature has passed the senate and is before the house, with a good prospect of passing. It is supported by life underwriters' associations and life companies.

A bill authorizing the insurance commissioner to suspend or revoke the license of a life underwriter where it has been proved fraud has been committed in obtaining the license or in the sale of the insurance, has passed the senate. The bill is aimed not only at fly-by-night companies but irresponsible agents as well.

Won't Submit Ohio Code

It has been decided not to submit a proposed new insurance code at the meeting of the Ohio general assembly this year. The committee, of which W. E. Benoy of Columbus, was chairman, found that it did not have time in which to complete the draft in time for submission to the legislature.

Koenig with Sun Life

Oscar M. Koenig has gone with the Cincinnati office of the Sun Life of Canada as a producing agent. Until recently he was resident manager of THE NATIONAL UNDERWRITER at Detroit. Altogether Mr. Koenig was with THE NATIONAL UNDERWRITER for about 12 years, during which time he traveled to practically every part of the country in connection with his selling work.

For a time he was stationed in New York, but in recent years confined his activities to Michigan. He has a thorough understanding of life insurance.

Sun Life Celebration

The diamond jubilee of the Sun Life of Canada was celebrated last week at a gathering of 100 in Peoria, Ill., with L. V. Drury, manager, and F. M. Grigsby, assistant, in charge. The Peoria agency showed an increase of 27 percent in business in 1930. L. A. Parks, sales manager Gerlach-Barklow Co., Joliet, spoke at the banquet.

Lansing Managers Organize

Life managers are organizing in Lansing, Mich. Next Saturday a constitution and by-laws will be passed on. Clare Lamoreaux, Detroit Life general agent, heads the constitution committee, assisted by Roy Nowlin, state manager Dominion Life, and Elmer Newark, Columbus Mutual. The membership committee is headed by E. P. Magee, state manager Canada Life.

Celebrate Banner Year

The banner year for the 120 district agents in 25 counties of central Illinois representing the Northwestern Mutual Life was celebrated at the annual agency meeting at Peoria, Ill., last week, and plans for a new record in 1931 were discussed. O. R. Becker, general agent, was in charge. Home office guests and speakers were: M. J. Cleary, vice-president; Russell Thierbach, superintendent of agents, and Nelson Phelps, assistant superintendent.

Two Indiana Bills Passed

The Indiana senate bill permitting officers of Indiana life companies to obtain a loan from the company on policies held by the officer, the loan not to exceed the net value of the policy, passed the house Friday without opposition. The bill now goes to the governor for his approval.

Another senate bill passed unanimously by the house was the one prohibiting the beneficiary of a life insurance policy from breaking the terms of the benefactor.

The old age pension bill was passed in the senate by the scant margin of 26 to 21, barely a constitutional majority. The bill provides for payments of \$25 monthly to certain indigents above 70. The house bill with an age minimum of 65, which passed that body by a large majority, is in the senate committee.

Haviland Doubles Space

Development of the Connecticut General's office in Chicago by F. H. Haviland, manager recently appointed, has been so rapid that Mr. Haviland has nearly doubled his space in the No. One LaSalle Street building. He has taken the remaining space extending through to the LaSalle and Madison corner and will fit up his private office in that choice location. An additional unit is being formed to fill the space. Mr. Haviland who formerly held the post of agency manager with the Equitable of New York, Chicago, is developing his new office on the unit basis and already has a large force of men.

Midwest Life Promotions

J. W. Kinsinger, attorney for the Midwest Life, Lincoln, Neb., has been promoted to vice-president and general counsel. He has been with the company seven years. Clyde W. James, who has been doing actuarial work for the company for the past year, is appointed actuary. He has had experience with the Missouri State, Lincoln National and Central Life of Illinois.

1930's Record

So far as results achieved are concerned, 1930 proved as good a year for the Guardian Fieldman as its record-breaking predecessor, 1929.

The Guardian's new paid for business last year was \$87,560,322—practically equalling 1929's peak production which, in turn, was 16% greater than that for any previous year.

The amount of insurance in force with the Company increased to \$502,763,636—more than double the total of six years ago.

An illuminating insight into The Guardian's progress is given in the following brief comparison:

	1924	1927	1930
New Business Paid			
For	\$45,251,784	\$72,159,246	\$ 87,560,322
Total Insurance in			
Force	250,134,633	373,838,773	502,763,636

THE GUARDIAN LIFE
ESTABLISHED 1860
INSURANCE COMPANY of AMERICA
50 UNION SQUARE • NEW YORK CITY

**'Modern
Life Insurance
since 1845**

**The Company has, by its retro-active principle, kept every policy, regardless of date of issue, up-to-date in every possible respect.*

The
**Mutual Benefit
Life Insurance Company**

Newark, New Jersey

Connecticut General Life Insurance Company Hartford, Conn.

1930 RECORD

New Paid Life Insurance.....	\$ 241,679,390
Life Insurance in Force Dec. 31, 1930....	1,229,539,612
Life Department Income.....	37,552,672
Accident Department Income.....	2,878,624
Total Income	40,431,296

TEN YEARS OF PROGRESS

Year	New Paid Life Insurance	Life Insurance in Force	Assets
1920	\$146,265,307	\$ 362,387,933	\$ 32,258,052
1925	224,049,835	741,382,864	74,540,284
1930	241,679,390	1,229,539,612	143,176,806

SIXTY-SIXTH ANNUAL STATEMENT

Liabilities	\$ 133,983,044
Excess Security to Policyholders.....	9,193,762
Assets, December 31, 1930.....	143,176,806



OPPORTUNITY BECKONS

Men of ability and character who are willing to give all they have to the organization and development of territory in the services of the

SPRINGFIELD LIFE

who are ambitious to enlarge their personal income, are invited to get in touch with us.

All Standard Policies Written

\$1.00 A MONTH

Buys regular Old Line Ordinary Life Insurance for both children and adults.

BIG MONEY FOR THE GO-GETTER

Send your inquiry direct to
A. L. HERFORD, President

**SPRINGFIELD
LIFE INSURANCE CO.**
SPRINGFIELD, ILLINOIS

IN THE MISSOURI VALLEY

Compel Remittance at Once

Bill Passed by Nebraska Senate Would Require Agents to Forward Applications and Premiums in Five Days

LINCOLN, NEB., Feb. 19.—The senate has given its approval to a bill asked for by the Nebraska department that would require insurance agents of all kinds to forward applications and premium money within five days after they have come into their possession, under penalty of fines of from \$25 to \$200 for each offense. A proviso permits companies and agents to enter into a written agreement that a different period of time for forwarding the application and the money might be made, not exceeding 60 days. Most of the six insurance men in the senate opposed the bill on the ground that good companies and good agents need no such law, and that most companies require that the application and premium be sent in within a shorter period. They lost out when Senator Rodman, life company executive, said that "agents' balances," which appear in such large figures on company reports, represent largely the thefts of agents, and that a penalty to force agents to live up to contracts and to remit promptly is badly needed.

Equitable Conducts Course

Following its regular semi-annual field school, the Kansas City agency of the Equitable of New York conducted a two-day specialist's course in both business insurance and annuities last week. Eighty-two agents from Missouri and Kansas attended the special school, which was conducted by Dr. G. B. Van Arsdall from the home office.

National Reserve Expanding

The National Reserve Life, Topeka, Kan., has an expansion program which includes the opening of several new offices. The first of these will be opened in Kansas City, Mo., with E. M. Moore as manager. Other offices will be opened in Kansas City, Kan., and St. Joseph, Mo.

Insurance on Bank Officers

The Minnesota attorney general's office has delivered the opinion that banks in Minnesota may take out life insurance

on the lives of their officers and may charge the premium to overhead expense but that the state commissioner of banks would have the right to hold the bank within reasonable limitation in this expenditure.

May Revive Non-Resident Suit Statute in Missouri

A bill has been introduced in the Missouri legislature designed to pave the way for the bringing of lawsuits against insurance companies in Missouri for causes of action arising outside the state. Under the proposed amendment an action against a company not incorporated by or organized under the laws of Missouri and which has filed power of attorney with the insurance superintendent may be prosecuted by residents and non-residents of the state in any county of the state, on any cause of action, and service of process shall be made on the superintendent. This easy method of suing insurance companies in Missouri, regardless of where the cause of action lay, formerly prevailed but was eliminated by an act passed in 1929, which this bill would repeal.

Bank Insurance Bill Killed

The bill introduced in the Nebraska house to make it an offense for any banker, agent, officer or employee to solicit or write insurance of any kind was reported out adversely by the committee on insurance, and was indefinitely postponed. Insurance company representatives opposed it on the ground that in the small towns bankers are the only available agents, and the bankers on the ground that it would seriously affect revenues.

National Life's Iowa Meeting

Dr. J. M. Thomas, vice-president; Dr. E. A. Colton, medical director, and Karl Gumm, assistant superintendent of agents, were speakers at the two-day convention of the Iowa agency force of the National Life of Vermont last week in Cedar Rapids. C. V. Shepherd, general agent, was in charge of the program. Sixty-five agents and guests attended the banquet.

In addition to Dr. Thomas and Mr. Gumm, R. W. Moorhead, editor of the "Underwriters Review," Des Moines, and R. O. Bickel, district manager at Cedar Rapids, spoke the second day.

IN THE SOUTH AND SOUTHWEST

New Alabama Deputy Named

F. M. Phillippi, Actuary With 25 Years' Experience, Will Succeed R. P. Coleman, Resigned

MONTGOMERY, ALA., Feb. 19.—F. M. Phillippi of Camden, Ala., has been appointed deputy superintendent of insurance of Alabama, effective March 1. He succeeds R. P. Coleman, resigned. F. H. Spears will become clerk of the compensation division, succeeding Roy M. Thigpen.

Mr. Phillippi is an actuary of more than 25 years' experience, is a member of the bar and is recognized as being well versed in general insurance. He was formerly actuary of the South Carolina department and also served as actuary for the Life & Casualty of Nashville. For the past six years he has been a consulting actuary.

Mr. Spears was formerly in the insurance department of the Alabama Power Company, leaving that post to go with the Travelers in its claim department. He was with that company

seven years, handling the southeastern territory as resident investigator at Montgomery, later serving as assistant adjuster at Birmingham and returning to Montgomery again in charge of the service office.

Upon retiring after ten years' service with the insurance department, Mr. Coleman will become state manager and counsel for Alabama of the Security Life & Trust of North Carolina. He will have offices in Montgomery and will conduct a general insurance and corporation practice in addition to his connection with the North Carolina company.

Needn't Pay Ad Valorem Tax

OKLAHOMA CITY, Feb. 19.—The Oklahoma supreme court this week reversed itself on the question of assessing furniture and office fixtures of the New York Life in Oklahoma county on an ad valorem basis. In an opinion handed down in November, the county commissioners and the district court were upheld in denying an application of the company to cancel the assessment.

The first opinion held that the ad

valorem tax was not covered by the statute which provides that the premium tax should be in lieu of other taxes. The latter opinion says:

"In our opinion the act provides for a tax on the gross income, which with the fees therein provided shall be in lieu of all other or fees on the gross income and the property actually and necessarily used in the production of that income."

Opens Amarillo Branch

The National Security Life of Wichita Falls has opened a branch office at Amarillo, Tex. W. R. Meredith has been made manager of the Panhandle branch, with offices at 1012 Fish building, Amarillo.

Want Companies to Return

A new bill has been introduced in the Texas legislature striking out the provision in the Robertson law requiring life companies to invest 75 percent of their reserves in Texas securities. The new bill does not change the insurance tax provision. Advocates of the new bill say that the elimination of the reserve requirement will mean the return of the companies which were forced out of the state, bringing a large amount of capital for investment purposes. Texas is said to be in extreme need of funds for refinancing and new loans.

Mill Worker's Disability

The South Carolina supreme court has ordered the Aetna Life to pay disability benefits under a group life certificate to a mill worker whose tubercular condition renders him unfit for mill work. The case was titled Gresham vs. Aetna Life.

The insurance company submitted evidence that Gresham was experienced as a farmer as well as a mill worker and contended that he could engage in farming despite his disability. The court said, however, that the insured was not trained in farming and physical labor would be injurious.

C. L. U. Class in Second Year

The Jackson, Miss., C. L. U. class has started its second year. E. H. Hix, general agent Mutual Benefit Life, lectured on "Life Values" at the last meeting. The class, of which Mr. Hix is president, is conducted by A. E. Babbitt, actuary of the Lamar Life. It is held under the auspices of the Mississippi Association of Life Underwriters.

Oppose Arkansas Tax Measures

The Arkansas Association of Insurance Agents and Arkansas Association

of Life Underwriters are using newspaper advertising space to oppose bills pending in the legislature which would add one-half of 1 percent to the sales tax to provide public health work funds and impose a 1 percent tax on insurance premiums to provide free textbooks for public school pupils.

"Imposition of either of these taxes," the statement of the agents declares, "must unavoidably be reflected in the cost of your insurance. You may expect your life insurance dividends to be materially reduced if either of these bills becomes a law."

Florida Agents Meet

A state meeting of the Kansas City Life attended by 19 Florida representatives was held at Tampa. Walter Cluff, educational director of the home office, and E. E. Chappell, home office supervisor, attended and spoke.

Greer Against Stock With Policies

The sale of stock with life insurance in Alabama must be stopped, as it is a distinct violation of the law, according to Superintendent C. C. Greer, who intends to issue a ruling this week on the subject. It will be an elaboration on a ruling made recently by former Superintendent Thigpen on the same topic.

Mr. Greer said that he finds the law is still being violated. In his ruling he will point out clearly the mandates of the statute and will announce that the licenses of all violators will be revoked without delay.

The new superintendent regards the matter as one needing serious and careful attention.

Occupation Tax Bill in Texas

Bills have been introduced in the Texas legislature placing occupation tax of \$100 per annum on agents selling life insurance for old line companies and providing for issuance of licenses for life insurance agents.

Savrese Agency School

The Louis F. Savrese agency of the Penn Mutual at Tampa, Fla., held a school there which was attended by many Penn Mutual agents from all parts of the state. A luncheon was held at which an address on psychology of life insurance selling was made by G. B. Lamar.

Attorney Fee Bill in Texas

A bill has been introduced in Texas providing that attorney fees recoverable for prosecution and collection of unpaid losses on life, health and accident insurance policies shall be taxable as costs in suits filed thereon.

PACIFIC COAST AND MOUNTAIN

Travelers Sales Congress Held

Hoover, Bloxham and Wilson Talk at San Francisco Meeting—Proper Preparation Essential

J. O. Hoover, supervisor of agents; D. J. Bloxham, supervisor of agency field service, and Wyckoff Wilson, assistant secretary in the accident department, were the speakers at a sales conference of the Travelers in San Francisco last week. Approximately 200 attended. The need for proper preparation on the part of agents and the public's receptive mood toward life insurance were stressed by the speakers.

Mr. Hoover said 1931 and the years to come will be good insurance years for those who are properly prepared. Knowledge of one's subject, ability to present it properly, and sincerity in presenting one's proposition, are the essentials needed by the agent who would make a success.

The desire of the public for some-

thing which will assure them of a permanent income in their old age is proving a boon to life insurance, said Mr. Bloxham, who spoke on "Selling Life Insurance as Property for Investment." The trend in investments now is toward conservatism.

Strong Qualification Bill Is Introduced in Montana

A bill for regulation and supervision of licensing of fire, life, casualty and marine agents has been introduced in the Montana senate by Senator Stewart. It provides an annual license fee of \$50. The bill is backed by the Montana Association of Real Estate Dealers & Insurance Agents. A board of insurance education appointed by the insurance commissioner, including one life, one fire and one casualty man, would examine applicants.

The three alternatives for qualification are at least two years as a clerk in

Entering its Twentieth Year--

THE Company in an expanding mood, having held its own during 1930, is strong to move forward. To all the standard forms have been added:

A Family Income policy, a group of Juveniles, Retirement Annuity, and Convertible Term to Age 65. Beginning about March 1, Accident and Sickness Insurance will be written in connection with life policies.

The Company has under consideration plans to enter Colorado, Nebraska, Iowa, Minnesota, Illinois, Indiana and Michigan.

Here is preferred opportunity for the working life insurance man.

CALIFORNIA STATE LIFE INSURANCE COMPANY

J. ROY KRAUSE, President
HOME OFFICE:

JAMES L. COLLINS, Supt. of Agencies
SACRAMENTO

HELPFUL
Home Office Contact
EVERY WEEK IN THE YEAR
through
A REAL AGENCY PAPER!



Especially prepared for the exclusive use of representatives of the

AMERICAN CENTRAL LIFE INSURANCE COMPANY
INDIANAPOLIS

"Guaranteed Benefits"

HERBERT M. WOULLEN
President

"Guaranteed Low Cost"

An UNUSUAL CONTRACT will be offered to An UNUSUAL MAN

WHO:

- is a producer
- can organize
- is, of course, honest
- has three years of experience
- is seeking opportunity
- will WORK
- needs no financing
- needs no drawing account or salary
- needs no office expense

BUT

WHO:

will accept Home Office help in the appointment of new Agents under him for whom he will not be responsible financially and yet on whom he will receive overwriting Commissions as high as \$4 per thousand and long time Renewals

THE COMPANY

It is rated "A" by Best

Its rates for Insurance are extremely low
(Age 35 Ordinary Life Net Cost
First year per thousand \$17.85)

It writes all latest forms—Participating only—including an improved Family Income form; also Juvenile

Has over \$135,000,000 in force.

TERRITORY

The Company desires especially to develop Indiana, Illinois, North Carolina and Texas.

ASSISTANCE

Experienced field men to help the man selected to build a real agency in which the Renewals are NON-FORFEITABLE.

UNLESS

You have no present connection, or you have a real reason for leaving your present connection and are not at fault yourself, we are not interested. Write fully about yourself. We will not communicate with references until after interview. Write S-32, The National Underwriter.

WE WANT AN UNUSUAL MAN



Friendly

Writing all standard forms of participating and non-participating insurance contracts. Liberal and profitable contracts offered dependable men who desire success.

S. M. Cross, President

COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

Desirable territory open in Ohio, Indiana and Kentucky.

the office of a competent insurance agency or brokerage concern, a degree in insurance from some recognized university or college, with evidence of having spent one full scholastic year in the study of insurance, or service as a solicitor under a duly licensed agent for at least one year and completion of a satisfactory correspondence course in the line of insurance for which he is applying.

Clark and Cox in Portland

A more cheerful spirit pervades the country than has been the rule for some months, and indications point to an early upturn in business, according to Jerome Clark, superintendent of agencies for the Union Central Life, who was in Portland, Ore., with W. H. Cox, secretary, to attend a state-wide meeting of representatives of the company.

Morrison Discusses Costs

General agents and managers of San Francisco were given an explanation of the costs of operating a general agency by L. S. Morrison of the Life Insurance Sales Research Bureau at a meeting last week. Mr. Morrison gave a searching analysis of the costs of doing

business together with an explanation of the possibilities of profit to a general agent. He made a financial statement "break down" of every phase of a life insurance general agency.

Plans are now being made by the bureau for holding a one-day conference in San Francisco the middle of April. This conference will be devoted to conservation and the prevention of lapsation.

Celebrate 25th Anniversary

The Los Angeles branch of the Travelers is celebrating the 25th anniversary of its establishment Friday with an all-day sales conference, followed by the annual anniversary dinner. The guest of honor will be W. F. West, pioneer contract agent. J. O. Hoover, superintendent of agencies, and D. J. Bloxham, supervisor of field service, are expected to be present.

Would Abolish Commissioner's Office

DENVER, Feb. 19.—There has been introduced in the Colorado legislature a bill which would abolish the office of insurance commissioner. Another bill provides for the creation of an insurance board, apparently to replace the former.

ACCIDENT AND HEALTH FIELD

New Loyal Protective Head

John M. Powell, Actuary of Columbian National Becomes President of Boston Accident and Health Company

John M. Powell has been elected president of the Loyal Protective. He is a native of Indiana and is a graduate of Indiana University. He was in the actuarial department of the Travelers from 1915 to 1920 and since 1920 has been actuary and a director of the Columbian National Life.

Prominent in Actuarial Field

He has been a member of the committee of five on statistics of the Bureau of Personal Accident & Health Underwriters and has delivered a number of addresses on accident and health insurance. Mr. Powell is a member of the Casualty Actuarial Society, the Actuarial

Society of America and the American Institute of Actuaries.

The Ridgely Protective was recently consolidated with the Loyal Protective. Melville F. Heath will continue as vice-president in direct charge of the agency department.

Puts New Policy on Market

The Sterling Casualty of Chicago has put on the market a new automobile accident policy, the feature of which is that the first year's premium is \$6, and thereafter is \$5 annually. It carries \$1,000 principal sum and only one unit will be sold to an individual. There is \$100 a month total disability for a maximum of six months, a hospital rider giving 50 percent of benefits for a maximum of four weeks, and partial disability of \$15 a week for four weeks. The company is introducing this contract through its agents by giving a fine first aid kit with each policy.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature. Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

Lamar Life's New Contract

Modified Life Preferred Risk Policy
Issued by Company as Silver
Anniversary Feature

A modified life preferred risk contract, known as the "special economic policy," has been announced by the Lamar Life as part of the celebration of its 25th anniversary. It is a modified life with change of rate at the end of three years.

The rate for the first three years is quite low, and thereafter (except for the ages 20 and 24) at a premium lower than the rate on the company's preferred risk ordinary life at the insured's attained age. At the beginning of the fourth policy year, the annual premium exactly doubles that for the first three years. The premium for disability and accidental benefits remains level throughout the period these benefits are in force. The policy will be issued in minimum amounts of \$2,500 and that amount may be issued on the non-medical plan. The age limits are 20 to 60 years for men and 20 to 45 for women. It is to be issued only on first

class men risks and on unmarried women who are self-supporting.

Has New Retirement Annuity

Union Central Issues Contract with
Income Starting at 65 and Increasing
Death Benefit

The Union Central has put on the market a new retirement annuity policy with income beginning at age 65, an unusual feature of which is that it constitutes an increasing endowment maturing at 65 for sufficient to provide a life income for the assured in units of \$10 per month. The initial amount of insurance per unit is \$1,000, which is different from usual practice, and this increases each year, approaching the ultimate sum of \$1,336 which is the maturity value of each unit at age 65. The death benefit, therefore, is always greater than \$1,000 per unit from the end of the first year. Disability and double indemnity can be sold in conjunction.

Net ledger cost, the company says, is unusually low. On a contract issued

at age 25 the cash value exceeds cost on a net basis at end of 18th year, on a policy issued at age 35, cash value exceeds net cost at end of 14th year, and on a contract taken at age 45 the cash value exceeds net cost at end of 12th year.

A policy of ten units issued at age 45 would have net cost at maturity on the present dividend scale of \$10,267.70. Commuted value at maturity which assured may take in preference to life income of \$100 a month is \$14,360, or profit of \$3,092.

Death benefit and commuted value increase with payment of each premium. The policy is issued at ages 15 to 55 inclusive. Illustrative rates at five year intervals are:

Age	Premium	Age	Premium
15.....	\$20.42	40.....	\$48.73
20.....	23.25	45.....	63.85
25.....	26.97	50.....	89.14
30.....	31.96	55.....	139.06
35.....	38.85		

Includes Weekly Benefit

The Union National of St. Petersburg, Fla., which, after a dormant period, is

campaigning aggressively, announces a life policy with weekly benefits for disability due to sickness or accident. Units are \$3.50, \$5 and \$7.50 weekly benefits, with \$125 or \$250 of life insurance.

Monthly rates are:

	\$125 Life Insurance Benefits				\$250 Life Insurance Benefits			
Age	\$3.50	\$5	\$7.50	\$5	\$7.50	\$10	\$12.50	\$5
21 or under..	.078	1.04	1.49	1.20	1.65	2.10	2.55	
2580	1.06	1.51	1.25	1.70	2.15	2.60	
3083	1.09	1.54	1.30	1.70	2.15	2.60	
3588	1.14	1.59	1.40	1.85	2.30	2.75	
4093	1.19	1.64	1.50	1.95	2.40	2.85	
4598	1.24	1.69	1.60	2.05	2.50	2.95	
50	1.08	1.34	1.79	1.80	2.25	2.70	3.15	
55	1.35	1.67	2.22	2.25	2.80	3.35	3.90	

National Fidelity Changes

The National Fidelity Life of Kansas City has revamped two of its three G. I. A. contracts. One ordinary life contract is guaranteed paid up in 21 years rather than 27, with premium \$29.75 at age 35. The G. I. A. 20-pay has been changed to guarantee a paid up policy in 14 instead of 15 years, with premium \$37.04 at age 35.

NEWS OF LIFE ASSOCIATIONS

Specific Case Is Analyzed

Discussion Conducted on Phases of a Man's Insurance After Facts Are Known

The Boston Life Underwriters Association at its meeting Feb. 19 offered an innovation in the way of a forum discussion, in that a case was analyzed which was actually closed last year. It is an analysis of the situation of a family man in Boston. He bought some life insurance as a result of an analysis. The Boston Life Underwriters Association asked its members to jot down their ideas as to this case:

Case of Mr. X, Age 35

Family—Wife, age 36; daughter, age 6; son, age 4; son, age 2.
Personal income, \$8,000 a year.

Net Worth

Life Insurance	Yearly Deposit
\$ 5,000 Endowment at 66.....	\$100 Net
5,000 Endowment at 70.....	100 Net
5,000 Group Insurance.....	
6,000 Term Insurance.....	55 Net
\$21,000 Total	\$255

All payable in cash to wife.

Home with garage: \$8,000 value; \$1,000 second, \$6,000 Co-Op. Bank mortgage. (Home purchased in 1928.)

He pays \$360 toward principal in reducing his mortgages and a similar amount for interest.

His total thrift commitments with life insurance amount to \$615 a year on an \$8,000 income.

Economic Situation

Outstanding debts, \$500. Has to contribute \$15 a week for support of partly dependent sister. Wife's health none too good at present. Has just finished paying \$1,500 for sickness bills everyone in the family having been ill in the last two years.

Desires and Hopes

Wife wants a servant and should have one as she really is too frail to do own work which has been necessary because of the above. Wife wants an electric refrigerator. Husband and wife both want an automobile which they could not afford previously.

Basis for Recommendations

What type of life insurance and how much would you recommend for this man, bearing in mind his age, his family, his desires, and that he is in a position where his income is likely to increase?

Recommendations for Life Insurance for Mr. X

Assuming that no more sickness visits this family, he has figured that about \$750 ought to be available to do something along life insurance and thrift lines.

Roosevelt New York Speaker

Simon, Riehle, Hull, Manning, Maduro, Coffin, Engelsman on March 6 Program

NEW YORK, Feb. 19.—Following last week's announcement that Governor Roosevelt will speak March 6 at the annual banquet of the Life Underwriters Association of the City of New York, W. C. Bawden, executive manager, has released the complete program of the sales congress and banquet.

The morning session will include: "The Second Decade," by L. G. Simon, president of the association; "The Modern Life Underwriter—a Social Engineer," by R. B. Hull, managing director National Association of Life Underwriters; "Prospecting," by T. M. Riehle, manager Equitable Life of New York; "An Investment Idea," a talking movie with an introduction by Clarence Axman, editor "Eastern Underwriter," and a cast consisting of V. B. Coffin, educational director Penn Mutual Life, and R. G. Engelsman, general agent here for the same company; sales demonstration by C. C. Gilman, National Life of Vermont, and E. G. Manning, John Hancock Mutual Life, both of Boston.

Two addresses will feature the afternoon session in addition to an open forum conducted by J. E. Bragg, head of the life insurance training school of New York university. The speakers will be D. B. Maduro, counsel of the local association, who will talk on "Privileged Property," and A. H. Rutgers, Chatham Phenix National Bank & Trust Co. of New York, on "Selling Through the Business Insurance Approach."

E. J. Cattell of Philadelphia, widely known lecturer and after-dinner speaker, will be the other speaker beside Governor Roosevelt at the banquet.

* * *

Colorado Congress Is Held

Hull Attacks Parasites — Gray Says Work Is Remedy to Correct Business Ills

DENVER, Feb. 19.—Life insurance representatives who fail to join in the group movement were branded as "parasites" by R. B. Hull, manager National Association of Life Underwriters, in an address before the sales congress of the Colorado Association of Life Underwriters here last week.

Work was recommended as a remedy to correct business ills by A. E. N. Gray, assistant secretary Prudential. "There has been too much substitution of gambling for hard work," he declared,

In 1931

Be the outstanding life insurance man in your community

OUR SERVICE
WILL HELP YOU

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851

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- 7—Non-Medical
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An Account with the Aetna Pays

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Is with the Company That Is
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IF A BUSINESS MAN takes care of his business, the business takes care of him. Life insurance field work is a business, and subject to the principles of general business. Those who achieve in this work are those who give it their undivided and full thought and effort. Isn't this merely natural and logical?

Life insurance field work under satisfying conditions is a career giving opportunity for achievement and profit according to ability and undivided effort. THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK affords such conditions to its field workers. Life insurance in all standard forms, annuities, disability and double indemnity benefits, prompt and equitable dealings, and facilities for serving policyholders in practical ways combine to make its agency force successful.

Earnest-minded men and women of character and ability contemplating a career in full-time field work are invited to apply to

The Mutual Life Insurance Company

34 Nassau Street
DAVID F. HOUSTON
President

of New York

New York, N. Y.
GEORGE K. SARGENT
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and Manager of Agencies

"and we got 1930 as our reward. If I allow myself to be satisfied with \$100,000 less business than I might have written, it is natural, at first thought, to assume it is nobody's business but my own. If I want to take it a little easier, and forego an additional \$1,200 commissions, why shouldn't I do so if I choose? But, when I take that position, am I not responsible for neglect in providing the protection some widow or children might have needed?"

Should Be in Budget

Insurance premiums should be included in the family budget, according to Mrs. W. S. Pritchard, head of the family department of the National Association of Life Underwriters. Mrs. Pritchard advocated that women become interested in the thrift program of the family to include financing of life insurance, explaining that most of the buying for the home already is in the hands of women. "When every wife knows what every widow knows," she declared, "every husband will be insured."

The life insurance salesman must be alert to new conditions if he would succeed in the present day, according to J. S. Edwards, Aetna Denver general agent. He must be awake to the new psychology of American buyers.

Frost Gets Production Cup

Jack Frost of the Denver agency Mutual Benefit, who produced the largest volume of business in 1930, received the silver loving cup, presented by the Colorado Association of Life Underwriters. I. P. Goodman, Casper, Wyo., Sun Life, was second, and H. B. Cadwell, Mutual Life of New York, third.

First prize for the largest number of applications, also a silver loving cup, went to Mr. Goodman. Dayton Adams, New York Life, was second and D. E. Bone, American Life of Denver, third.

Central Ohio Congress to Meet in Columbus March 5

The central Ohio sales congress under the auspices of the Columbus Association of Life Underwriters will be held in Columbus March 5. It is expected that life underwriters from 40 counties will attend. S. K. Coffman, vice-president, will be in charge of the program and will preside at the luncheon, at which W. G. Rose of Cleveland will speak. Others on the program are Jerome Clark, superintendent of agencies Union Central; C. C. Gilman, Boston, National Life of Vermont; S. W. Sturm, Cincinnati, Mutual Benefit Life, and R. G. Engelsman, New York, general agent Penn Mutual, who will have as his topic, "Think a Bit." A. E. Houstle will preside at the morning session and E. P. Tice at the afternoon meeting.

Peoria, Ill.—A fine program and dinner has been planned for the monthly meeting of the Peoria association Feb. 20. L. L. Montgomery of the Rough Notes Company, Indianapolis, will speak. Miss Ruth Mathews, who has just completed

a Chautauqua tour, will give readings in negro dialect. Mr. Montgomery is considered one of the best informed men in the country on salesmanship and he has written several books on that subject, the latest of which is "What a Master Salesman Should Know." His subject will be "What a Master Life Underwriter Should Know."

Asheville, N. C.—W. L. Bischoff has been installed as president of the Asheville association, succeeding C. F. Aiken, Prudential. Other new officers are I. H. Gantt, first vice president; R. A. Wanner, second vice president; K. W. Partin, secretary-treasurer.

Davenport, Ia.—Salesmanship was defined by A. E. N. Gray, assistant secretary Prudential, as causing interest, creating desire and impelling action in an address before 130 members of the Davenport association. Salesmanship, he said, is the inborn ability to make people do what you want them to do. H. J. Plack, Indianapolis Life, president of the association, presided. Major Fuller, manager of the Prudential's ordinary department, introduced Mr. Gray.

Mrs. W. S. Pritchard, in charge of the American home department of the National association, will address the March meeting of the Davenport association. Henry Mohl, Sun Life, is program chairman.

Philadelphia—L. G. Simon, Equitable of New York, and R. B. Hull will be the principal speakers before the Philadelphia association Feb. 24. Mr. Simon will talk on "The Challenge of the Future."

Oklahoma—S. I. Snortum, director of field schools for the Equitable Life of New York, addressed the Oklahoma association on "Our Future," at its meeting in Oklahoma City Feb. 14. Mr. Snortum is conducting a two weeks intensive training course in that city.

Richmond, Va.—Paul E. Huttering, counsel for the agency department of the Penn Mutual, was the guest speaker at the February luncheon-meeting of the Richmond association, on "Business Insurance and How It Should Be Applied in a City the Size of Richmond." He declared business insurance is just as important and necessary as personal insurance and that the agent should not concentrate altogether on big cases in that line. There are plenty of medium-sized and small cases that are well worth going after.

San Francisco—R. H. Hepfer, assistant manager Travelers and general chairman of the 1931 sales conference of the San Francisco association, has announced the tentative date as March 5. The theme will probably revolve around the theme of conservation, building up the idea of net results as the true test of progress.

Cincinnati—G. E. Lackey, president National Association of Life Underwriters, in speaking before the Cincinnati association Friday, outlined the plans of the National body for 1931. In speaking of the agents' job at the present time, he brought out that the agent's renewal income has an increased value due to the depression and the increased buying power of the dollar and that this should stimulate the agent's interest in conservation. "Our job," he said, "is to con-

(CONTINUED ON LAST PAGE)

● CAN YOU MEET THIS TEST IN ENTERING LIFE INSURANCE MANAGEMENT?

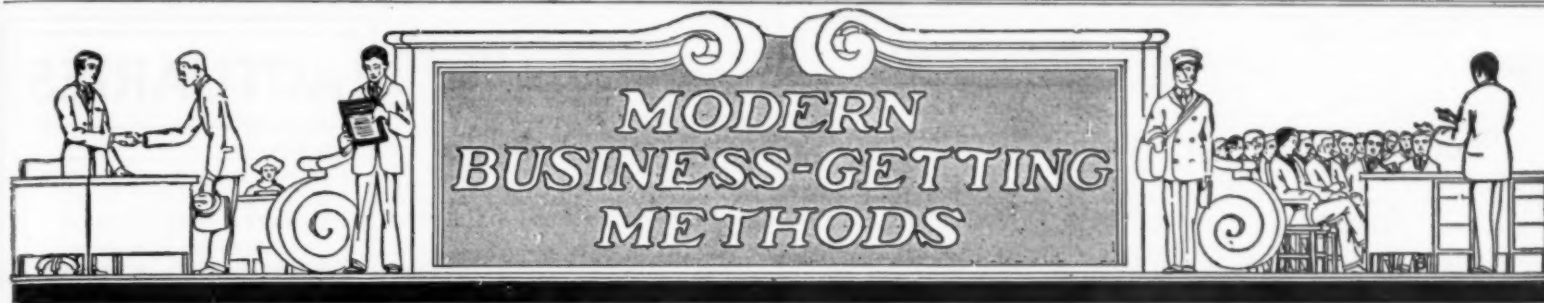
A MAN who has established himself PERMANENTLY in the life insurance business by a personal production which has yielded a stabilized commission income sufficient to meet his requirements and enable him to save money and who is conscious of no weakness in looking forward to future personal production growth, will do well to investigate this opportunity.

He must have a stem-winding industry which invites early and late hours and a control of himself in self-management in this business which will set a good example to men under his direction. He must feel that he can communicate to other men the use of methods which have made him successful and attract to this business men of good previous incomes.

If you measure up to these fundamental requirements of management—even if without previous experience in the direction of exclusively full time life insurance producers which while preferable, is not essential—write in full your exact production in LIVES and AMOUNT year by year, your education and your entire business experience, absence of ethical criticism, age and ambitions.

This opportunity is in a leading New York City agency which is as careful in the selection of its management men as you should be in weighing the possibilities of this opportunity to develop and direct a group of full time above average producers under the best possible circumstances including half a dozen men to start the group and the strongest possible continuing agency co-operation. Previous New York City experience is not regarded as an advantage.

Address S-80, care The National Underwriter



Many Excellent Ideas and Much Good Advice Given at Detroit Association's Sales Congress

More than 650 attended the annual sales congress of the Life Underwriters Association of Detroit last week. The congress committee, headed by Claris Adams, executive vice-president American Life, provided nine excellent speakers.

President H. E. Van de Walker conducted the congress. The first speaker was J. M. Holcombe, Jr., manager Life Insurance Sales Research Bureau, on "Prospecting." Mr. Holcombe advised the underwriters to look close at hand for their prospects, and not to "scatter their shot" over a large territory. "It is much more productive of results to cover your own building thoroughly than to drive 30 miles to see one prospect in the same period of time," said Mr. Holcombe.

Plans His Activities Months in Advance

H. C. White, Northwestern Mutual, spoke on "Organizing the Day's Work." He plans his activities from one to two months in advance and each Monday evening he comes down to the office after the others are gone, and in the quiet surroundings he is able to plan his week's work in detail. Each day his secretary enters his calls for the following day on a pocket index card which is ruled on both sides, and when he gets down to the office at eight o'clock he spends the hour before the secretary arrives arranging these calls and activities in order that he may cover them in the least possible time. At nine he leaves the office and spends the rest of the day in actual work. The underwriter should put in at least 39 hours a week on the street together with per-

haps five hours of planning, Mr. White believes.

F. M. See, Union Central Life St. Louis manager, set forth all of the objections that are usually flung at the life underwriter and told what replies he makes to each type of objection and how he leads the conversation back into the right channels again as adroitly as possible after he has given the answer. In many cases, he pointed out, the underwriter can turn an objection into a very definite sales argument by handling the matter properly.

Need to Conserve Business on Books

G. E. Lackey, president National Association of Life Underwriters, outlined the many activities that will be carried on by the national organization during 1931.

After he had finished his remarks about the National association, Mr. Lackey swung into advice on life underwriting, pointing out the fact that there will be \$108,000,000 of business exposed to lapsation this year, stating that life underwriters will have a harder task keeping the right amount of this business on the books of the companies this year than ever before. Mr. Lackey called attention to the fact that life insurance is the only large industry that went through the depression and actually became richer during the lean period.

The commission earned on business written several years ago is worth \$1.25 on the dollar today, he said, considered from the standpoint of buying power. There is plenty of loose cash lying around but people are not investing it in the investments that were so popular

two or three years ago, he said. Now they are more interested in secure principal than in large return and life underwriters have a golden opportunity to reap a harvest.

"Go to your policyholders who have made loans against their policies and ask them if they are interested in a good 6 percent investment with absolutely secure principal and guaranteed return. If they are, tell them to pay off their policy loans!"

Commissioner Livingston spoke at the luncheon, pointing out that it is the duty of every insurance agent to keep the industry clean and see that the confidence of the public in the institution remains unshaken.

M. A. Linton, vice-president and actuary Provident Mutual, spoke on "The Investment Aspects of Life Insurance in 1931," pointing out that the experience of the past year or two has shown that there is a very definite market for the type of investment that offers positive safety together with a guaranteed return, which is offered by insurance.

Entire Premium Is Not an Investment

It is not right to consider the entire premium of ordinary life as an investment, he cautioned the agents, saying that too many underwriters are attempting to put this idea over to their policyholders. Those who don't know the difference will believe such statements, but prospects who have a real grasp of financial affairs will ridicule any such statement. The ordinary life premium should be considered as covering two distinct needs, risk and investment. When the risk premium is subtracted from the total premium, the balance is found to be an excellent investment. This may be done by taking from the ordinary life premium the amount that would pay for term insurance, which is purely risk insurance. In endowment insurance, we have the investment element predominating.

C. C. Gilman, Boston general agent National Life of Vermont, gave a hu-

morous talk on "Intensive Coverage," living up to his reputation as "the Will Rogers of life insurance."

E. M. Deane, Aetna general agent in Grand Rapids, told how to solicit business insurance. Stressing the importance of this type of coverage, he said that 85 percent of the corporations started are unsuccessful and that he concentrates his efforts entirely upon the 15 percent that succeed. Two corporations starting with equal capital and equipment do not progress at the same rate because of the difference in the executive capacity of the officials. Eighty percent of the business is brains and 20 percent equipment, he added.

The physical equipment—representing the 20 percent—is protected by fire insurance, yet many corporations never see the advisability of protecting the 80 percent of the potential success of their business by life insurance on the principal executives. Mr. Deane advised against attempting to sell business insurance unless the underwriter prepares himself thoroughly by studying business problems.

H. L. Walker, vice-president Detroit Life, talked on "Conservation," urging acceptance of "the rule of threes." Every agent should call on three new prospects, three old policyholders and three change of age prospects every day, he said. Each agent must consider these points; whom to sell, what to say and how to service.

Under whom to sell there are three points: the man who has a definite need, the man who can pay, and the man who can pass. Under what to say, he must get attention, arouse interest and secure action. Under how to service, he must deliver the policy in person and re-sell the policyholder on the policy at that time, he must maintain frequent contact with his policyholders, and must keep abreast of the times.

G. H. Harris, superintendent field service Sun Life of Canada, closed the congress with an address on "Selling Methods," in which he pointed out tested and approved sales methods.

Con mū topics

(Topics of The Connecticut Mutual)

VOL. VI

February, 1931

No. 2

Building and Developing Men

Practical methods for the training and development of our salesmen—an other step in The Connecticut Mutual's Program of Progress—were exchanged at our recent national conference of General Agents.

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY**

HARTFORD

1846

85 Years of Public Service

1931

Tom 'Phones Paul



HELLO PAUL—How's business? I just want to tell you about the United Life and Accident Insurance Company's NEW INCOME INDEMNITY POLICY.

It's a new contract which protects the vast amount of money which a man can reasonably expect to earn by the time he reaches age sixty-five. If a man lives to age sixty-five he earns many thousands of dollars; if he dies before, his family not only loses him, but the thousands of dollars as well.

This policy prevents this tremendous financial loss. When the insured dies or is permanently disabled, my company pays a livable monthly income to the insured's family until the time that he would have been sixty-

five. Can you think of a contract which will do more?

No, that's not all. There is a death benefit of \$600.00 payable at the time of the insured's decease and this may be increased to \$10,600 or \$20,600 in case of certain specified accidental deaths.

Expensive? Not at all! Only \$210.00 a year is necessary to guarantee a man's wife \$100 a month from the time of the insured's death until the time that he would have been sixty-five.

You say you've been looking for a good seller. Why don't you communicate with

EUGENE E. REED, Vice President

**UNITED LIFE and ACCIDENT
INSURANCE COMPANY**

UNITED LIFE BUILDING

CONCORD, NEW HAMPSHIRE

SUPERVISORS

A Legal Reserve Stock Company organizing in Illinois under a most remarkable plan, entirely new to Life Insurance history, desires to negotiate with five men of ability and ambition, in the different sections of Illinois, to become agency supervisors in their territories. The sale of stock is well under way, but no insurance can be written until the organization is completed. To these men who should be able to fit into our organization program in their respective territories, until we are ready to write business, there is a real opportunity to make good money as well as a setting for the future in the initial line up in our completed organization. You will not be asked to make an investment to get this connection. Your correspondence will be held strictly confidential so write today and we will arrange to meet you personally. Address S-79, The National Underwriter.

Home Office executive now employed as Assistant Secretary and Conservation Officer desires to make a change. Qualified by temperament and experience to organize and direct conservation work. Have effective methods for checking loss occasioned by lapses. Draft all letters and literature. Address S-78, The National Underwriter.

ASSOCIATIONS

(CONTINUED ON PAGE 22)

serve the 108 billion life insurance now in force."

Mr. Lackey referred to life insurance as the structural steel in the economic building of the United States and showed how the trend of finance today is following the investment practice of life insurance companies. He urged most forcefully the presentation of life insurance as an investment.

* * *

Lincoln, Neb.—R. B. Hull, managing director of the National association, was the principal speaker at the February meeting, discussing the value of the group movement as represented by association activities to the individual agent, citing the withdrawal of the Bank of Italy from life insurance solicitation as an illustration of something impossible for individual agents ever to have accomplished. Mr. Hull said that the companies are faced with the necessity of

doing something about old age and unemployment protection if they wish to have the problem solved scientifically and not politically.

Dr. E. A. Colton, assistant medical director, and Dr. John M. Thomas, vice-president of the National Life of Vermont, were introduced. The latter spoke at length on the theme suggested by Mr. Hull's talk that the life agent of the future must perform the duties of a social engineer, stressing the need of training and the fostering of professional ethics.

* * *

Canada—Congresses of the Life Underwriters Association of Canada have been arranged for western points as follows: Winnipeg, Saskatoon, Edmonton and Calgary this week; Vancouver, Feb. 23-24; Victoria, Feb. 25. Among the speakers at these western meetings are R. S. King, manager Union Central Life, Indianapolis, and L. O. Schriver, general agent Aetna Life, Peoria, Ill.

* * *

Cleveland—P. W. Cook, inspector of agents in the A. A. Drew general agency of the Mutual Benefit in Chicago, will address the Cleveland Association Feb. 20, giving his interesting talk, "The 37 Creative Ideas of Life Insurance Selling." Mr. Cook is author of the "Cook Book," which is based on these ideas.

* * *

Fort Dodge, Ia.—The Fort Dodge association in monthly meeting last week held a discussion on the economics of life insurance. The meeting was conducted by D. P. Smith.

* * *

Pittsburgh—J. S. Myrick of Ives & Myrick, New York City managers for the Mutual Life of New York, addressed the monthly meeting of the Pittsburgh association Feb. 17, which was attended by over 250 members.

Mr. Myrick discussed numerous angles of the life insurance business and dwelt at length on the recent changes in estate tax regulations.

* * *

Little Rock, Ark.—For the first time in the history of the Little Rock association a company executive has been elected to the presidency. He is V. L. Thompson, vice-president of the Pyramid Life. George Brannan is the new vice-president, and Ora Masey, secretary.

* * *

Monroe, La.—A. V. Gustafson, agency director Lamar Life, spoke at the annual banquet of the Monroe branch of the Northeast Louisiana association.

* * *

Montgomery, Ala.—Invited as the guest of honor and principal speaker at the February meeting of the Montgomery association, C. C. Greer, new superintendent of insurance, was unanimously made an honorary member. Having been in the life insurance business for years, Mr. Greer told the members he felt perfectly at home with them. Mr. Greer declared industrial agents should be invited to join the organization. As an official, he said he is tremendously interested in the proper qualification of agents.

"If we can keep dishonest, crooked agents from selling insurance, I think we will ease the load by and by," he said.

Ben W. Lacy, president All-States Life, thanked Mr. Greer on behalf of the association.

* * *

St. Catherine's, Ont.—J. K. Rickett, assistant general manager of the Dominion Life, spoke before the St. Catherine's association at its February meeting on "Qualities of Successful Men in Life Insurance."

* * *

Buffalo, N. Y.—Clay W. Hamlin, general agent Mutual Benefit Life, will give his address on "Simplified Thinking," which he presented at the national convention, before the Buffalo association Feb. 23. The Buffalo association last week gave addresses on "Life Insurance, the Effective Agency of Thrift," before more than 5,000 school students. Speakers included R. D. Black, Aetna Life, and C. B. Phillips, Connecticut General.

* * *

Louisville—George E. Lackey, former Louisville resident and president of the National Association of Life Underwriters, spoke before the Louisville association Saturday. The local association is planning to arrange a series of monthly talks with distinguished speakers brought in from various cities. The 1931 program was outlined by Hope Haas, president.

* * *

Nashville, Tenn.—The Nashville association at its meeting Feb. 16 heard Dr. W. F. Powell, pastor of the First Baptist Church, present "A Layman's View of Life Insurance."

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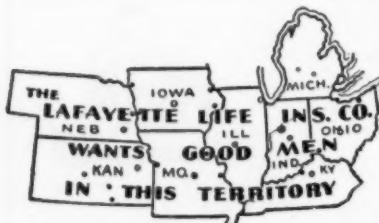
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No Better General Agent's
Contract Than Our Service
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F. L. Alexander, President
W. R. Smith, Field Vice-President
LAFAYETTE, INDIANA

\$1,000 to \$1,600

Ordinary Life Insurance at An
Average Cost GUARANTEED
OF ONLY \$14.00 per \$1,000

**ALL PREMIUMS
RETURNED**

in addition to face of policy
in event death before age 60

FULL FACE THEREAFTER
AND PREMIUM REDUCED 20%

Original cost, age thirty, \$21.40
per \$1,000 to age 59; \$17.19
per \$1,000 thereafter

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FRANK M. PETERS, President
Cincinnati, Ohio

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Participating	Policies for Women	Modified Life
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Sub-Standard	Juvenile Policies	Double Indemnity
Preferred Risk	6% Guaranteed	Disability Income
Pay-Roll Deduction	Income	Premium Waiver
Monthly Premium	Life Income	Retirement
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	1 Day to 65 Years	

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WE offer a complete line of human being coverage.

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A Legal Reserve Old Line Company. Agents and Policyholders service maintained.

Alfred M. Best Co., New York, rates this Company—"Excellent"—the highest rating given any Company.

Issues all forms of policies including Family Income and Juvenile policies Age 1 day to age 60.

—Excellent opportunities in—

Indiana, Illinois, Ohio, Michigan, Tennessee, Arkansas, Iowa, California and Texas.

"THE FRIENDLY COMPANY"

For Each Policy

1. Is Principal Sum accumulative?



2. Losses for which Principal Sum is paid and Time Limits.

3. Weekly Indemnity—In addition to Principal Sum?



4. Period for which Total and Partial Disability is paid.



5. Double Benefits clause in full.



6. Details on Hospital Indemnity, Nurses Fees, other extras.



7. Is House Confinement for Illness required?



8. Information on Standard Provisions 1, 16 and 17.

9. Is Policy Cancellable, Non-Cancellable or Non-Cancellable Term

868 Pages Analysis

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Complete Analysis of Elimination Period.
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Special Travel Forms Included.
Life Disability Clauses Analyzed.
Kept Up to Date Monthly.
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